

MASSACHUSETTS  
**HIGHTECHNOLOGYCOUNCIL**

*Dedicated to Growth... Committed to Action*

## **Jennifer Enfield**

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Jenny Enfield is the Council's first Director of Digital Communications. She leads all aspects of the Council's communications with members and external audiences and manages the Council's social media content and campaigns as well as the website content and design. Jenny oversees the preparation and production of Council events and meetings, including the Council's Annual Meeting, Board Meetings, and programs for the Diversity, Equity and Opportunity Initiatives; Black Representation and Equity (BRE), Women in Leadership (WIL), The School Series, and U.S. Tech Vets.

Prior to joining the Council, she was a Public Relations Account Executive and Social Media Manager at The Castle Group where she worked to develop and implement integrated public relations strategies with clients from a range of industries including financial and professional services, technology, healthcare, higher education, hospitality and tourism, and nonprofit. As Social Media Manager, Jenny implemented a comprehensive social media strategy that transformed the Firm's online presence by integrating all marketing channels including social media, search engine optimization (SEO), content writing, and digital marketing.

Outside of work, Jenny enjoys spending time with family and friends, traveling, and volunteering for Victory Programs, a local nonprofit that opens doors to health, housing, recovery, and hope for individuals and families facing homelessness, addiction, or other chronic illnesses like HIV/AIDS.

Originally from Weston, Massachusetts, Jenny holds a Bachelor of Arts degree in Strategic Communications from Quinnipiac University, where she was a member of Lambda Pi Eta and graduated cum laude.