



Gina Fajardo

Director of Marketing

Boston

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Education

Babson College Executive MBA Program
State University of New York at Oswego, B.A.
Communications

About

As the Director of Marketing, Gina leads the marketing strategy to support the Firm's strategic plan. She oversees the creative, communications, public relations, digital and social media teams and is regarded as a thought leader, whose strategic and innovative approaches garner exceptional results. In her role at Hinckley Allen, she works closely with the Managing Partner, Chief Operating Officer, Practice Group Leaders and attorneys in 6 office locations throughout the northeast to support the business of the Firm and increase visibility.

Prior to Hinckley Allen, Gina has held senior positions driving marketing and communication strategy for major clients across a wide range of industries.

Credentials

Work Experience

Hinckley Allen

- Director of Marketing (2012-Present)

Putnam Investments

- Marketing Communications Consultant (2008-2012)

Boathouse Group

- Managing Group Director (2005-2007)

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