

Jenny Mulkins

boostevents

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Jenny Mulkins is a senior marketing, PR and event specialist with almost 20 years of experience in marketing, promotions, and media relations. Jenny worked for Sony Music Entertainment for over 10 years where she was responsible for the development, implementation of marketing strategies and press and publicity efforts in support of top-line Video and DVD releases nationwide.



Canadian Sport Awards (not my medal!)

Jenny Mulkins is a senior marketing and PR specialist with 20+ years of experience in marketing, promotions, and media relations. Prior to BOOST, Jenny worked for Sony Music Entertainment for 10 years where she was responsible for the development and implementation of marketing strategies in support of top-line Video and DVD releases nationwide. In this position, Jenny handled all marketing and promotion activities for some of the top-rated children's programs to date, including Sesame Street, Caillou, Arthur, and Zooboomafoo.

Working closely with licensors and licensees, Jenny also executed third-party promotions with some of the top consumer packaged goods companies in the country (P&G, Mattel, Motts Canada, etc.). Under the SMV banner, she was responsible for artists and brands such as: Manga, Palm Pictures, DVD music (Bruce Springsteen, Ozzy Osbourne, Dixie Chicks), and was involved with Shout! Factory and Kathy Smith enterprise releases. Jenny also managed publicity for artists Kathy Smith, Kevin Clash (voice of Elmo), Bela Fleck and the Flecktones, and the Dancers from the New York City Ballet.