Access to Experts

Jeanette Carter , Vice President, Integrated Consumer Marketing , Hallmark Cards, Inc

Jeanette Carter is the Vice President of Integrated Consumer Marketing and has the responsibility of all brand, loyalty and retail marketing for Hallmark Cards, a 100 year old company who leads the nation in social expression products and helps the company fulfill its mission to enrich relationships by creating meaningful connections. Under Jeanette's leadership, the company is in the midst of expanding on its unparalleled brand equity and consumer trust with a new broader positioning. Over the past three years, Jeanette has been responsible for developing a new consumer-facing brand positioning and advertising approaches that encompasses both greeting cards and new innovative products. In addition to creative development and traditional media strategies, planning and execution, she established, and is responsible for, leading the company's digital and social media strategies.

Jeanette has over 25 years of experience in brand and retail advertising in both in agencies and on the client side. She joined Hallmark in 2000 as the Marketing Director - Merchandising and was later named Marketing Director-Specialty Retailing before being promoted to Vice President – Retail Strategy and Planning. Jeanette earned her B.S. in Marketing from University of Missouri in Columbia with additional and on-going education in finance.

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