



Meet the MarComm Team

Pip Boynton

Title:
Creative Director

When did I join the YMCA of Central New York?
September 2019

Contact Info:
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Pronouns:
they/he

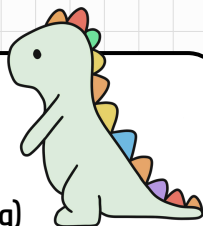


What Do I Do

- Create and Manage Emails through Daxko Engage
- Manage our association Canva team
- Create digital screens
- Create print and digital collateral (posters, flyers, emails, etc) for programs and events
- Coordinate with external vendors for marketing collateral
- Maintain brand compliance and check for compliance in branches and program/event pieces
- Create and send our monthly staff newsletter
- Work with other members of the innovation team to propel the Y into being a "best place to work"
- Lead queERG (the LGBTQ+ Employee Resource Group)
- Serve on the national ERG steering committee for LGBTQ+ employees
- Help lead the DIG quality team
- Design the occasional t-shirt
- Coordinate our annual participation efforts at CNY Pride (save the date: 6/13/26)
- Maintain the website and digital events calendar
- Manage projects that come through the MarComm Request Form
- Pretty much whatever you might need for your event or program marketing or in-branch signage

Likes

Tea
Baseball (go Sox)
Books (reading, writing, & collecting)
TTRPGs



What I love about the Y

Everyone is passionate about what they do. It's amazing to see someone start talking about their passion and watch as their eyes light up.



Dislikes

Brand Non-Compliance
Generative AI
Intolerance
The Yankees



My Goals

Be a resource for people with design & DEIB
Standardize & Streamline Engage and Canva
Champion DEIB policies and inclusion
Brew the perfect cuppa