

# Influential Women Features Jenna Guinn: Marketing Manager for Reunion Tower in Dallas

DALLAS, TX, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Driving Brand Strategy, Event Programming, and Community Engagement at One of Dallas' Most Iconic Landmarks

Jenna Guinn is the Marketing Manager for Reunion Tower, where she leads the venue's social media strategy, shapes its brand voice, and develops seasonal programming and partnership events designed to attract both residents and visitors to the iconic Dallas skyline destination. In her role, she manages campaigns from concept to execution, including booking pop-up activations, coordinating onsite operations, and collaborating with local media partners to ensure each initiative delivers both a memorable guest experience and measurable business impact.



Jenna also represents Reunion Tower at major industry events such as the eTourism Summit, where she engages with destination marketing professionals and explores emerging trends to keep the landmark at the forefront of innovation in tourism and experiential marketing.

With 15 years of experience in entertainment and tourism marketing, Jenna has built a career rooted in live-event venues and high-energy destination environments. She began her professional journey with a long-term internship and more than six years of experience at House of Blues, where she developed foundational skills in live event promotion, audience engagement, and brand storytelling.

Jenna later expanded her expertise through marketing and promotional roles at Billy Bob's Texas

and Texas Live!, where she helped execute large-scale entertainment campaigns and strengthened her ability to align creative strategy with operational execution. Across each role, she cultivated strong relationships with artists, partners, and stakeholders while learning how to scale programming that drives both attendance and revenue.

Her career is defined by a consistent ability to transform cultural moments into repeatable, on-brand experiences that resonate with diverse audiences. This approach has become central to her work at Reunion Tower, where she continues to evolve programming that reflects the energy of Dallas while remaining accessible to both tourists and the local community.

Jenna holds a Master of Fine Arts in Mass Communication/Media Studies from Stephen F. Austin State University and a Bachelor of Fine Arts in Visual Communications from East Texas A&M University. Her academic background supports her structured and strategic approach to marketing, blending creative design thinking with data-driven decision-making. She brings a strong emphasis on organization, planning, and team development to her leadership style, ensuring that campaigns are both creatively compelling and operationally sound.

Jenna attributes her success to being highly organized and task-oriented, noting that maintaining structured lists and completing responsibilities in a disciplined way is central to her productivity and professional growth. She emphasizes the importance of consistency, preparation, and accountability in achieving long-term success, particularly in fast-paced, experience-driven industries.

Jenna also encourages young women entering the marketing and entertainment industries to prioritize relationship-building early in their careers. She notes that professional connections often become long-term assets, as individuals encountered along the way may resurface in future roles and collaborations. She highlights the importance of cultivating strong, authentic partnerships, many of which have helped her bring new businesses, activations, and collaborations into her current organization.

Jenna further emphasizes that successful partnerships must be mutually beneficial, with shared value and alignment between all parties involved. This approach has guided her throughout her career as she has worked across multiple entertainment and tourism brands.

In discussing challenges within her field, Jenna points to the ongoing need to balance tourism appeal with local relevance. As a destination venue, particularly in the post-2020 travel landscape, Reunion Tower must continually adapt to changing visitor expectations while ensuring it remains meaningful to Dallas residents. This includes developing programming and experiences that appeal not only to visitors but also to locals who seek repeat engagement with the space.

A key focus of her strategy is creating reasons for guests to return multiple times rather than viewing the tower as a single-visit destination. By developing dynamic seasonal programming

and partnerships, Jenna works to ensure that Reunion Tower remains a living, evolving part of the Dallas cultural landscape.

Her leadership is grounded in core values of collaboration, accountability, and people-centered growth. Jenna emphasizes fostering strong partnerships across teams and industries while supporting the professional development of those she works with. Her leadership style is defined by clarity, organization, and a commitment to shared success.

Outside of her professional life, Jenna values time with her young son, who is two years old, and enjoys baking as a personal creative outlet. She also operates a small cookie business, which allows her to explore entrepreneurship and creativity outside of her marketing career.

Through her work at Reunion Tower, Jenna Guinn continues to shape how one of Dallas' most recognizable landmarks engages with audiences, blending strategic marketing, experiential programming, and community connection to create lasting and meaningful visitor experiences.

Learn More about Jenna Guinn:

Through her Influential Women profile: <https://influentialwomen.com/connect/Jenna-Guinn>

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