



## Margaux Krane

Communications and Marketing Manager, Research and Development

Margaux Krane stepped into her role of Communications and Marketing Manager, Research and Development with the Jim Joseph Foundation in January of 2024. Margaux leads all comms and marketing efforts for Common Era's research, projects, and events. By crafting compelling stories and managing strategic campaigns, Margaux collaborates with her teammates to raise awareness and engage target audiences by

planning and overseeing digital and media campaigns, program launches, email campaigns, and institutional messaging.

Margaux comes to Common Era with more than 15 years of experience in various marketing and communications roles, ranging from in-house to agency, for-profit to non-profit. In past roles, Margaux oversaw digital strategy for global CPG brands, and was responsible for all marketing, communications, and digital initiatives for a world-renowned arts institution, working with her team to produce award-winning content and design.

Born and raised in Baltimore and proudly residing in New Orleans, Margaux is a graduate of the University of Maryland with a B.A. in Art History and Archaeology. She is inspired by Saints and Ravens football, pop culture, yard work, and innovation.