

Ken F. Quinn

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PROFILE

Versatile brand/marketing strategist possessing a blend of outstanding analytical skills and award-winning creativity. Excellent communication/writing skills, self starter, engaging team player. Noted ability to stay current with marketing trends & technologies. Proven experience developing exemplary marketing results that wins client & employer loyalty.

PROFESSIONAL EXPERIENCE

Ken Quinn Consulting. 2009 – Present

Freelance Brand Strategist

Clients: Razorfish, VSA Partners, Hornall Anderson, CMG Partners, Brand Labs, Avenue

Projects: Papa John's, AT&T, School of Rock, Livingston International, HP, Clearwire, Aon and Manchester United

- co-developed Razorfish's approach to Papa John's social media strategy
- authored Aon's global identity guidelines and led international brand training sessions
- led product naming strategies for Clearwire and HP

VSA Partners. (Design/Brand Strategy Firm) 2004 – 2009

Brand Strategist

Representative clients included: Avery Dennison, Bell Canada, Caterpillar, GE, Harley Davidson, Sappi, Tishman Speyer

- created core brand strategies for organizations, often interacting with senior-level decision makers worldwide
- conducted and interpreted research and analytics which helped identify client challenges & opportunities
- partnered with Art Directors to ensure impactful translation of strategy to design
- supervised and created mentoring relationships with other employees

Standout Accomplishments: Initiated the work that aligned Caterpillar messaging in the global marketplace, co-authored Bell Canada's award-winning annual report, developed the brand architecture that guided Tishman Speyer's marketing activities, wrote the blueprint for Sappi which has been recognized as instrumental in profitable turnaround.

WMQ Strategic Studio, Inc. (Brand Development Firm) 2002 – 2004

Principal/Lead Strategist

- served as the firm's primary interface with all key clients
- created graphic/web design for diverse client base: IT, real estate, technology, etc.
- executive decision maker, driving firm's strategic direction and operations

Standout Accomplishments: coordinated community brand project, gaining 13 clients in first year of operation, authored company business plan, enhanced brand video product.

Lewis and Clark Bicentennial. (Travel Website) 2001 - 2002

Marketing Director/Consultant

- established sales process and acted as project lead on creating brand experience online
- supervised and led a 3 person marketing team

Standout Accomplishments: oversaw 12 -15% monthly visitation growth, drove 7,000 new web pages, negotiated partnerships with public/private entities, developed impactful SEO strategies, explored site capability for mobile devices.

EDUCATION

M.B.A. with emphasis in Brand Management - University of Montana. (2001)

Overall GPA: 3.6; Thesis: Making Sense: Brand Management in the New Economy

Ray and Natha Ostby Scholar - MBA scholastic achievement

B.S. with dual major: Advertising & Speech Communications - Northern Arizona University. (1999)

Dual Major GPA: 4.0; Overall GPA: 3.67; Cum Laude

Scripps Advertising Scholar - outstanding student in advertising

Technical Communications Study Abroad Course - Hanzehogeschool. Groningen, The Netherlands

1st place integrated marketing communications campaign

Constructed IMC in conjunction with international team

AWARDS, HONORS, ACCREDITATIONS

ARC, Graphis, AR 100 award winner

American Advertising Federation Advertising Competition

– 2001 New York Times Newspaper 3rd Place NW Region

Certified Outdoor Leader–Wilderness Education Association

Chicago Cares Volunteer

Golden Key National Honor Society - academic excellence

Lambda Phi Eta - national speech honor society

Marketing Board Member; Chicagoland Bicycle Federation

Nationally ranked Junior College tennis player

VP of American Marketing Association, NAU Chapter