



KEN MURRELL. 903 BRANDY OAKS LOOP. WINTER GARDEN. FLORIDA 34787 P: 407.536.6877 F: 815.364.4745 KEN@KENMURRELL.COM

## **RESUME** of Ken Murrell

---

### **DESCRIPTION**

Marketing communications consultant with more than thirty years of projecting compelling messages that help cultivate profitable customers.

---

### **QUALIFICATIONS**

- Extensive writing experience, in-depth research and investigation of issues, interviewing, crafting sizzling headlines and engaging stories.
  - Insightful in message strategy, positioning, branding, creative services and consultancy, skilled at writing, design, photography and illustration. Exceptional grammar and writing skills, with the ability to assume a variety of voices for diverse audiences while maintaining a clear, consistent and compelling brand.
  - Strong interpersonal skills, at ease in a fluid and fast changing environment where hierarchy is minimized and networking is maximized. Detail-oriented, with the ability to switch gears, juggle multiple projects and work within tight budget and multiple tight deadline constraints to react immediately to company and project needs.
  - Management style is task oriented around core deliverables, preferring to be surrounded by self-starters, entrepreneurs and quick-thinking team players. Comfortable participating in team brainstorming, translating strategies outlined in creative briefs into engaging concepts and copy.
  - Skilled multi-tasker with transferable skills, who nurtures creative, diverse and goal-oriented teams where boundaries between marketing, community, content, business development, research and consultancy are porous.
  - Bring soul and passion into the workplace – committed to making a difference – yet receptive to feedback and constructive criticism to always project the best interest of the client.
- 

### **CAREER EXPERIENCE**

#### **KEN MURRELL. THE CREATIVE SOURCE.**

Oaks at Brandy Lake, 903 Brandy Oaks Loop, Winter Garden, Florida 34787  
August 1987 to present

- Creative Source is a boutique marketing communications firm with clients in healthcare, finance, entertainment, hospitality, education and manufacturing. As owner, personally consult with each client, planning and directing implementation of their marketing solutions. At times the spokesman for the organization to the public, but generally prefer to work behind the scenes and advise client executives as they perform that role.



KEN MURRELL. 903 BRANDY OAKS LOOP. WINTER GARDEN. FLORIDA 34787 P: 407.536.6877 F: 815.364.4745 KEN@KENMURRELL.COM

- Managed worldwide sales for client marketing fine art and derivative products, such as giclees, posters, greeting cards, gifts, apparel and beach bags. Role required extensive international travel. Products primarily were sourced from Dominican Republic and marketed in Caribbean resorts.
- Associate editor for regional monthly business magazine. Redesigned publication to give it renewed appeal. Researched, interviewed, photographed and wrote at least three feature stories for each issue in addition to editing and layout every month. Repurposed each print edition for the Internet.
- Provided all media relations and marketing for an unprecedented week-long event that brought together eight of the nation's foremost authorities on preventive health to the city's convention center. Managed the entire media schedule including live television interviews with the speakers. Other media included public relations and advertising in television, radio, newspaper, magazine, outdoor, direct mail, posters and public speaking at civic organization meetings.
- Media relations for a major national insurance company based in Chattanooga when they announced a name change. The media relations was a natural culmination of an extensive direct mail marketing campaign.
- Handled media relations and marketing when a national auto parts chain changed their name and sponsored a NASCAR race at Talladega Motor Speedway in Alabama.
- Media and investor relations was part of the marketing program provided for a Cleveland area bank as they solidified their leadership position by adding branches.
- Over a period of five years, took the 17th and final licensee on Tennessee's Ocoee River from unknown startup to one of the top five, and then handled their media relations during the whitewater kayaking events for the Olympic Games in Atlanta.
- During a three-year-long contract, established a brand of uniqueness for a large regional hospital which successfully defended against an unfriendly take-over effort. Then went on to establish their first Internet presence and helped them gain recognition as the region's hospital of choice.
- Received numerous national and local awards and professional accolades.

---

### **CHATTANOOGA TIMES FREE PRESS**

400 East 11th Street, Chattanooga, Tennessee 37403

August 1999 to March 2002

- As a retail advertising account executive for the Chattanooga Times Free Press, broke many sales records for one of the regional newspaper's largest territories. Consistently expanded account activity 40-60 percent over previous peaks.
- With extensive agency experience, clients depended heavily on counsel and creative management. When The Chattanooga launched its flagship restaurant, The Broad Street Grill, personally designed the ads that ignited a firestorm of protest from the competition—and praise from the hotel's management. The launch was one for the record books—a phenomenal success.
- Excelled in healthcare advertising, ringing up the best performance of any representative ever in the annual Physicians' Guide.



KEN MURRELL. 903 BRANDY OAKS LOOP. WINTER GARDEN. FLORIDA 34787 P: 407.536.6877 F: 815.364.4745 KEN@KENMURRELL.COM

- Regularly recognized at luncheons for top performers, and received many letters of commendation from top and middle management
- 

### **SOUTHERN ADVENTIST UNIVERSITY**

P.O. Box 370, Collegedale, TN 37315  
August 1999 to May 2000

- Adjunct professor of graphic design for two semesters before promised full-time professorship failed to get funded. Developed curriculum and taught advertising and graphic design courses to art and public relations majors.
  - Produced departmental recruitment advertising and collateral, and briefly traveled as recruiter for the School of Visual Art & Design.
- 

### **COMMUNICATION DESIGN WEST (COMWEST)**

One Denver Place, Suite 1000, 18th & Curtis, Denver, Colorado 80202  
January 1979 to August 1987

- Denver marketing and public relations firm that served many organizations and Fortune 500 companies such as Manville, Mountain Bell and USWest.
  - Another Fortune 500 company served was Adolph Coors. Designed Silver Bullet concept vehicle graphics and point of sale displays for the Coors Light brand.
  - Many healthcare clients, ranging from the Adventist Health Systems Mid-America flagship Porter Memorial Hospital to Brighton Community Hospital. Led a very successful three-year-long public relations and fundraising campaign to build and equip a new Brighton Community Hospital, later renamed Platte Valley Medical Center as advised.
  - Handled national advertising for the American Lamb Council, a campaign that successfully positioned the domestic product as the fresh, quality alternative to the formidable, better-funded New Zealand competition.
  - Created financial marketing for The Stanley Hotel in Estes Park, Colorado, which helped sell out limited partnerships and vacation ownerships to restore and winterize the location of Stephen King's The Shining.
  - Established successful educational national marketing campaigns for the Regis College MBA Program and for Colorado Aero Tech, elements of which are still in use today.
  - Received numerous national and local awards and acclaim on many accounts.
-



KEN MURRELL. 903 BRANDY OAKS LOOP. WINTER GARDEN. FLORIDA 34787 P: 407.536.6877 F: 815.364.4745 KEN@KENMURRELL.COM

## **NEW ENGLAND MEMORIAL HOSPITAL**

5 Woodland Road, Stoneham, Massachusetts 02180

March 1977 to January 1979

- Recruited from television's Westbrook Hospital in California to become the director of public relations for New England Memorial Hospital. Built and directed a team of six marketing, public relations, development and physician recruiting specialists. Was hospital spokesman for Boston-area news media.
- Introduced this 300-bed general acute care facility to modern healthcare marketing and ambitious physician recruitment that successfully positioned it as the quality, convenient alternative to much larger teaching facilities in the Boston area.
- Pioneered preventive education and annual health fairs before they became commonplace across America.

---

## **EDUCATION**

### **Bachelor of Arts Degree**

Loma Linda University, La Sierra Campus, Riverside, California

Major: Journalism/Public Relations

Minor: Photography

- Additional Coursework completed in business administration, public speaking, writing, illustration, photography and broadcasting at Union College (Lincoln, NE), Southern Adventist University (Collegedale, TN), Middlesex Community College (Bedford, MA), Colorado Institute of Art (Denver, CO). Specialized training in sales techniques such as Integrity Selling, Powerful Partnering and Mind Mapping.

---

## **VOLUNTEER EXPERIENCE**

- Public television technical assistance as cameraman, graphics and sound technician for WTCI-TV45
- Past and present public issues projects such as Repower America, Green & Sustainable Groups, Florida High Speed Rail Coalition, South Broad Street Re-development Committee, Highway 58 Merchants Association, Southside Chamber of Commerce and Chattanooga Area Convention & Visitors Bureau
- Past and present youth development programs such as coach for Little League Baseball, YMCA Earth Service Corps, PTA, Collegedale Pathfinders and various church youth programs

---

**REFERENCES** and portfolio available by request.