



KEN MURRELL 6003 SHADY WAY LANE. CHATTANOOGA. TENNESSEE 37416.1110 423.364.4744 KEN@KENMURRELL.COM

RESUME of Ken Murrell

OBJECTIVE

To provide a curriculum vitae of my experience and qualifications as a marketing and public relations professional.

QUALIFICATIONS

- ▶ An expert in policy development, marketing communications, creative services and consultancy, I am a skilled writer, designer and illustrator.
 - ▶ With such strong communication skills, I am at ease in a fluid and fast changing environment where hierarchy is minimized and networking is maximized.
 - ▶ My management style is task oriented around core deliverables, preferring to be surrounded by self-starters, entrepreneurs and quick-thinking team players.
 - ▶ A skilled multi-tasker with transferable skills, I nurture creative, diverse and goal-oriented teams where boundaries between marketing, community, content, business development, research and consultancy are porous.
 - ▶ I bring my soul and passion into the workplace because I am committed to making a difference.
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CAREER EXPERIENCE

CREATIVE SOURCE

6003 Shady Way Lane, Chattanooga, Tennessee 37416-1110
August 1987 to present

- ▶ Creative Source is a public relations firm with clients in healthcare, finance, entertainment, hospitality, education and manufacturing. As owner, I personally consult with each client, planning and directing implementation of their marketing solutions. At times I am the spokesman for the



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organization to the public, but I generally prefer to work behind the scenes and advise client executives as they perform that role.

- ▶ 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 PR consulting was a natural culmination of a 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.
- ▶ 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 awards and professional accolades.

CHATTANOOGA TIMES FREE PRESS

400 East 11th Street, Chattanooga, Tennessee 37403

August 1999 to March 2001

- ▶ As a retail advertising account executive for the Chattanooga Times Free Press, I broke many sales records for one of the regional newspaper's largest territories. I consistently expanded account activity 40-60 percent over previous peaks.
- ▶ Because of my agency experience, clients depended heavily on my counsel and creative management. When The Chattanooga launched its flagship restaurant, The Broad Street Grill, I 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.



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- ▶ Thanks to my healthcare background, I excelled in healthcare advertising, ringing up the best performance of any representative ever in the annual Physicians' Guide.
 - ▶ I was regularly recognized at luncheons for top performers, and received many letters of commendation from top and middle management.
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COMMUNICATION DESIGN WEST (COMWEST)

One Denver Place, Suite 1000, 18th & Curtis, Denver, Colorado 80202 (sold and merged)
January 1979 to August 1987

- ▶ Communication Design West was my 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, where we designed vehicle graphics and point of sale displays for Coors Light Silver Bullet concept vehicles.
 - ▶ Our many healthcare accounts ranged from the Adventist Health Systems Mid-America flagship Porter Memorial Hospital to Brighton Community Hospital, where we led a very successful three-year-long public relations and fundraising contract to build and equip a new hospital.
 - ▶ 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 timeshare ownerships to restore and winterize the location of Stephen King's The Shining.
 - ▶ Cutting edge creative received awards and national acclaim on many accounts.
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NEW ENGLAND MEMORIAL HOSPITAL

5 Woodland Road, Stoneham, Massachusetts 02180 (now closed)
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 media.
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- ▶ Introduced this 300-bed general acute care facility to modern healthcare marketing and aggressive 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.
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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.
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VOLUNTEER EXPERIENCE

- ▶ Public television technical assistance as cameraman, graphics and sound technician for WTCI-TV45
 - ▶ Past and present community development projects such as 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
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REFERENCE letters and portfolio available at www.kenmurrell.com or by request.
