

KENNETH J. SMITH

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COMMUNICATIONS MANAGEMENT

Multimedia & Advertising • Public Relations • Strategic Planning

Highly accomplished multimedia communications professional with demonstrated success across many settings. Forward-thinking and versatile performer with a very strong technical background combined with the ability to manage multiple priorities requiring cross-functional collaboration. Proven ability to effectively communicate highly technical and scientific information to diverse audiences, using clear writing and the effective use of imaging technology to craft targeted messages. Extensive experience developing and implementing Internet and web strategies. Early adopter and proponent of new tools and technologies that transformed the business of communication and publication.

CORE COMPETENCIES

<ul style="list-style-type: none">• Web & Internet Strategies• Web Site Creation• Project Management	<ul style="list-style-type: none">• Publication Management• Communications Training• Marketing Program Development	<ul style="list-style-type: none">• Science Outreach/Education• Resource Management• Copy Writing / Editing
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PROFESSIONAL EXPERIENCE

UNIVERSITY OF WISCONSIN – MADISON

2001-09/2005

Outreach Specialist

Created effective tactics and programs for communicating scientific information to the general public and promoting the work of senior scientists at the University.

Established a multimedia focus that championed the use of images and video in addition to text to express and promote scientific concepts. Crafted messages that avoided the use of jargon to achieve the broadest reach possible. Wrote code for data-driven websites and coordinated complex online interactions among large numbers of individuals. Taught tools and technologies to less experienced colleagues and coached science associates on effective communication techniques. Assisted senior scientists in selecting aspects of research for presentation to the public.

Key Achievements:

- Created numerous websites and edited, updated and improved a number of others.
- Managed scientific conferences and other university events involving the public.
- Led more than 200 individuals collaborating to produce a 50-booth science outreach event that drew 3,000 members of the public to an educational/outreach event. Created a data-driven online system to recruit volunteers, manage requests for special resources, and oversee the entire project.

IDEASMITH – Madison, WI

1993-2009

Communications Consulting & Special Projects

Deployed expertise across independent consulting engagements and specialized corporate projects that were largely focused on new Internet activities.

Engaged in the full spectrum of operational activities, including market analysis, prospecting, business development, client relationship management, and project development. Designed and built client websites and provided ideas for communication strategies, as companies and entrepreneurs examined options and market advantages offered by emerging technologies.

Key Achievements / Projects:

- Developed strong hands-on effective design and development of Internet and website projects when such concepts were new to many business people.
- Built the first patient-run website offering information and support for a specific disease (www.prostatitis.com), which grew rapidly to 2 million hits annually from around the world.
- Developed new strategies and programs to revitalize computer training services programs for Expct. Created innovative whisper marketing, referral marketing, PR and other programs to package, present and boost sales of training programs to the public.

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- Engaged by Hiebing Group to support public relations and promotional planning surrounding the grand opening of a new Madison, WI convention center based on a design of Frank Lloyd Wright. Coordinated a broad range of activities, including media site visits, to build buzz.

PREVIOUS EXPERIENCE

UNIVERSITY OF WISCONSIN – MADISON

Outreach Specialist – Biotechnology Center

Challenged with enhancing technology transfer from the university research programs into industry through effective communications programs.

Developed and implemented public relations and communications strategies to promote the work of the Biotechnology Center through publicity campaigns and an innovative monthly newsletter. Interviewed scientists and synthesized complex research into concise articles targeting industry executives.

Key Achievements:

- Translated highly technical research information into more accessible prose and designed a user-friendly publication of interest to biotechnology leaders.
- Reorganized publication procedures, slashing the schedule from 2.5 months to 3 weeks, resulting in more timely and current articles.

KEN SMITH, INC – Monona, WI

Publisher

Established enterprise in emerging market for niche business marketing and informational publications.

Created strategies and tactics targeting key decision makers as potential customers for professional newsletters. Edited and merged databases from the limited sources available and managed direct mail marketing campaigns. Reported, wrote, and edited the news and managed the publishing end of the business as well. Produced successful biotechnology newsletter focused on controversial genetic engineering agricultural projects in Wisconsin. Brought together diverse points of view that attracted academics, business people, and legislators as subscribers.

AGRI-VIEW – Fond du Lac/Monona, WI

State Editor

Serve as news reporter and photographer for statewide weekly farm news publication. Researched and wrote on agribusiness issues, investigating views of farmers/managers, industry leaders, legislators, and academics. Won national farm reporting award.

*Additional experience as **Editorial Assistant** for Miller Publishing Company.*

EDUCATIONAL BACKGROUND

Masters Degree, Mass Communications • University of Wisconsin, Madison
Journalism ~ Broadcasting ~ Communications

Technical Background

HTML ~ PHP ~ MYSQL ~ CSS ~ Quark ~ Photoshop ~ QuickTime ~ Illustrator ~
Indesign PageMaker ~ Acrobat ~ PowerPoint ~ Excel