




## CONTACT

 Cranberry Twp., PA 16066

 keneck@keneck.com

 www.keneck.com

 www.linkedin.com/in/keneck

 724.612.4716

## SKILLS • PROFICIENCIES

Writing • Communication

Photoshop • Illustrator

Word • PowerPoint

Acrobat Pro • InDesign

Excel • CRM • WordPress

Project Management

Final Cut Pro • Premiere Pro

Facebook • LinkedIn

SEO • PPC • Google Ads

HTML/Email • Photography

# KEN ECK

## PROFESSIONAL PROFILE

Creative and strategic marketing professional with a constant eye on the bottom line to effectively enhance sales revenue, ROI and lead generation from multi-channel initiatives and product launches for B2B and B2C companies. A resourceful team player with excellent communication and organization skills with 20+ years of successful accomplishments in all phases of marketing and business development, directing projects in manufacturing, industrial and retail markets.

## EXPERIENCE

**Marketing Communications Mgr - Mitsubishi Electric** ▪ [Dec. 2022 - present]

**Corporate Communications Manager - Oberg Industries** ▪ [2017 - 2022]

Direct, plan and execute trade show participation, setup, logistics and branding, across multiple industries, including Medical, Metal Packaging, EV/Auto and Manufacturing markets for leading contract manufacturing company. Qualify and follow up on leads with commercial account managers as well as web and advertising generated leads. 2022 sales and marketing initiatives helped bring 12%+ increase in orders over pre-COVID period.

Plan, design and implement all media buying and advertising within specific markets to build exposure, promote capabilities and highlight community involvement. Regularly maintain company profiles and appropriate branding across all relevant trade industry listings.

Write all copy for press releases, company literature, presentations, web content and social media posts. Photograph, catalog and edit product images for all web, print and customer presentations.

Design and create customer presentations (print / electronic) for a variety of markets including tooling, machining, medical and manufacturing. Record, compile and edit video for events, customer proposals and web / social media content.

Maintain and update all web site content and social media posts, monitor analytics and implement SEO updates. Led responsive web redesign project in 2019 including direction over content, design, photography and copy writing.

Plan, support and execute activities for on-site customer visits, student tours, high-profile visits and corporate events. Provide support to HR with hiring campaigns and internal employee communications, including managing print materials and mail fulfillment as well as assisting with coordination of employee events.

**Marketing Strategy Consultant - Club Julian 24-Hour Fitness** ▪ [2005-2022]

Manage and execute fitness club's direct mail, lead generation/member engagement, advertising, web design and development, email campaigns, demographic research and positioning strategies. Measure ROI, email, web analytics. Write all content and promotional messaging.

Integrated social media, video, PPC and SEO into digital marketing mix. Support significant yearly increases in new membership growth and member retention. Twenty percent web traffic increase in 2016 after rebranded site launch.



## MY PORTFOLIO

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## EDUCATION

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**Robert Morris University**  
Pittsburgh, PA  
[MBA, Marketing](#)

**Gannon University**  
Erie, PA  
[B.S., Marketing](#)

## AWARDS

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**Communicator Awards**  
**2008** [*Award of Distinction*]  
Lick Your Choppers  
Pet Treats (Project Manager)

**Pledge To America's Workers**  
**2020** [*Inaugural Award*]  
Applied for Oberg Industries.  
Received from White House  
Washington D.C.  
U.S. Vice President visit to  
Oberg's Sarver, PA facility.

## LINKED IN PROFILE

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## EXPERIENCE CONTINUED

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### **Marketing Communications Manager** - **Bacharach, Inc.** - [2011 - 2016]

Created, managed and coordinated all print, digital and web-related marketing collateral for HVAC/R gas detection instrument manufacturer. Planned and managed product launches, marketing and multi-channel promotional activities.

Wrote and distributed press releases, technical bulletins, product spec sheets, application notes and web content. Led content team on web relaunch in Fall '15.

Managed branding and corporate identity guidelines and ensured compliance across all collateral and among distributors. Executed media buys, created advertising and editorial content / product bios for trade publications.

Planned and executed domestic and international industry trade shows including product selection, travel, logistics and related promotional / sponsorship activities. Reduced show costs by 14% while maximizing lead generation and ROI.

Maintained end-user, distributor, sales rep, trade show, and segmented prospect lists for targeted communications. Managed printed literature / promotional product inventories and fulfillment while significantly reducing printing costs.

Created and executed email campaigns supporting product launches and promotions, increasing sales 10% in first year. Managed distributor / sales rep relationships and requests for product specs, images, logos and catalog placement.

### **Director Product Development & Marketing** - **ASC, Inc.** - [2007 - 2010]

Managed, designed and developed licensed consumer products for U.S. Postal Retail Division, The New York Times, Michael Jackson Estate, NCAA Collegiate and others generating millions of dollars in sales revenue. Negotiated licensing contracts. Managed all industry trade show events. Produced marketing materials, managed web sites and created email campaigns. Streamlined retail image requests for hundreds of SKUs. Reduced printing and production costs by 20% while increasing product margins.

### **Senior Account Manager** - **CommuniFX** - [2005 - 2007]

Directed award-winning interactive, web, direct mail and promotion projects for clients like Chase Bank, Lexus and DAD's Pet Care for digital and print ad agency. Managed technical and creative project teams to complete client objectives on deadline and budget while increasing product margins.

### **Licensing & Brand Director** - **Emess Design** - [2003 - 2005]

Directed marketing strategy, advertising, packaging and trade show activities to promote licensed lines to retail. Coordinated overseas development and manufacturing. Prepared quarterly sales forecasts, royalty reports and renewal contracts for Coca-Cola, NASCAR, Mattel, Baldwin, Warner Bros. and others.

### **Marketing Communications Manager** - **Industrial Scientific** - [2000 - 2003]

Managed product launch and promotional activities for gas detection / safety equipment manufacturer, including preparation of marketing materials, direct mail and email campaigns, electronic and print media, and tracking of results. Assisted with trade show set-ups, execution and sales support functions at events.

Wrote and published bi-weekly HTML email bulletins / printed newsletters and sales materials for distributors and sales reps. Prepared and provided ads, press releases, editorial content and product information to industry publications.