

KEN MAYER

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MARKETING AND PUBLIC RELATIONS MANAGEMENT

Creative Strategies • Marketing Research • Product Development • Advertising Campaigns

Highly accomplished Director of Marketing and Public Relations with proven success in market analysis, image and branding strategies, integrated advertising solutions, and product positioning. Strong conceptual thinker, able to drive the development of innovative and bold solutions to promote brand recognition, sales, and develop extensive client databases. Solid writing and photography skills in the development of advertising materials, brochures, flyers, press releases, newspaper articles and Web sites. Expertise developing business plans and managing budgets. Outstanding leadership abilities with project teams, vendors, and service suppliers. Skilled relationship manager, serving as direct client contact and media liaison. Thrives in challenging, deadline-driven environments, which will fully utilize creative intelligence and high energy level.

CORE COMPETENCIES

- Market Trends & Forecasts
 - Product Pricing & Positioning
 - Multimedia Campaigns
 - Client Relations
 - Persuasive Writing & Copy Editing
 - Professional Photography
 - Desktop Applications
 - Website Development
 - Project Management
 - Staff Supervision & Training
 - Media Relations
 - Executive Presentations
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PROFESSIONAL EXPERIENCE

INDEPENDENT CONTRACTS – Omaha, NE 2002 to Present

Marketing/Public Relations Consultant, Freelance Writer/Photographer, Adjunct Professor

Provide marketing and public relations consulting services. Communicate with clients regarding image, position, and promotions. Participate in design through implementation of advertising materials, Web sites, press releases, and brochures. Coordinate project development with volunteers, vendors and Web masters. Track and report on statistics and campaign results. *Key Accomplishments:*

- Instrumental in the design and development of a unique look, image, voice and style for communications materials and Websites.
- Developed effective templates for volunteer workshops, civic group presentations, and press releases.
- Created targeted email campaigns which increased Website activity by over 500%.
- Provided photography for various design brochures, newspaper articles and public art brochures.
- Developed strong customer relations with Omaha by Design, Central Dance Theater, Omaha Books and WareHouse Productions.
- As *Freelance Writer and Photographer*, wrote dining and music performance reviews for various publications, and produced photographs for advertising and music CD cover art.
- Served as *Adjunct Professor* in Statistics, Business Demographics, Marketing and Advertising for the University of Nebraska at Omaha.
- Selected as one of 25 writers nationwide to attend National Endowment for the Arts Institute in NYC.

OMAHA SYMPHONY – Omaha, NE

1999 to 2002

Director of Marketing and Public Relations

Directed marketing and public relations initiatives including brand plan, advertising materials, media buys, telemarketing, direct response, internet sales and group sales. Developed budget and sales forecasts. Supervised telemarketing, research, marketing support, community relations and teams of volunteers. Served as liaison to Board of Directors for all marketing and sales issues.

Continued . . .

Key Accomplishments:

- Provided key leadership with marketing campaign for a record \$1million season ticket campaign.
- Instrumental in driving ticket sales increases 12% to 20% for each consecutive season.
- Continuously assessed and improved pricing structure to optimize efficiency and audience levels.
- Launched Internet-based ticket sales including Web site design, payment tools, and data management.
- Effectively developed a prospective customer database of 40,000 arts events buyers.
- Earned recognition for top single ticket sales for Super Pops and Holiday Fanfare Events.

FIRST DATA SOLUTIONS – Omaha, NE

1995 to 1998

Director of Marketing Professional Services (1996-1998), Database Marketing Consultant (1995-1996)

Provided marketing leadership with research, design, development and implementation of data solutions projects. Developed business plans, brochures and sales presentations. Communicated with banks and financial institutions on design construction and use of database marketing. Utilized various analytic processing methods and dimensional hierarchy design and metrics. Developed two new positions responsible for promotional mailings, customer contacts, sales reporting and financial analysis. *Key Accomplishments:*

- Led the development of a customer information system including the executive needs, data, and software selection, documentation, training, rollout, and support.
- Provided consulting services in the development of a credit card system for targeted promotions.
- Directed a company-wide launch of a new sales force automation/contact management software.
- Demonstrated expertise in research, development, and selection of database analytic software for ad hoc, statistical, and report generation applications.

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Additional Experience

Database Planning Manager, InfoUSA

Manager/Supervisor of Marketing Research/Senior Marketing Research Analyst, Mutual of Omaha.

Administrative Trainer, Maids International

EDUCATIONAL BACKGROUND

Master of Business Administration - Finance and Marketing

Bachelor of General Studies - Psychology and Philosophy

University of Nebraska – Omaha, NE

Affiliations and Memberships:

Downtown Omaha Inc., Board of Directors (2001-2006); Landmarks, Inc., Board of Directors (since 2000);
Nebraska Choral Arts, Board of Directors (since 2007)

Computer Skills:

Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Statistical Package for the Social Sciences (SPSS)
and the Statistical Analysis System (SAS).

Publications:

Extensive list of publications in marketing, entertainment and business available upon request.

For further information, please visit www.members.cox.net/ken.mayer