**Ken Jennison**

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Writing portfolio: www.kenjennison.com

**WORLD-CLASS CONTENT EDITOR AND WRITER**

Acclaimed writer and editor able to consistently produce tight, eye-catching content for websites and print. Over eight years' experience in writing and editing content for B2B media, three years' experience in writing user manuals, instruction guides and policy documents, and nine years' experience in writing and editing confidential internal documents, presentations, and real estate marketing materials. Meticulous. Born storyteller. Able to create interesting copy from nearly any source while adhering to AP Style, company style, or both.

**Professional Experience**

WATT GLOBAL MEDIA, Rockford, Illinois

**Editor**, *Feed International*, September 2011 – May 2013

**Editor**, *Feed Management*, April 2011 – May 2013

**Editor,** WattAgNet.com, April 2011 – May 2013

* By using Google Analytics, initiated new content strategy that helped increase advertising **sales by 10%.**
* Provided coverage of industry events from Thailand, Germany, and Singapore using video, Facebook, Twitter, Tout, custom emails, and written articles.
* Wrote and edited headlines and copy for **SEO purposes** on a daily basis.
* Penned a regular OnSite column as well as articles on global feed trends.
* Arranged and moderated four webinars and a symposium in Bangkok.
* Recruited writers from around the world as columnists and article contributors.

**Managing Content Editor**, WattAgNet.com, August 2008 – April 2011

* Managed three departments, 15 employees, and a $1 million budget.
* Implemented software program for production efficiency that **saved the company $200,000**.
* Managed editorial calendars for 10 regular magazines and five custom publications.
* Oversaw CMS and maintained quality standards across all print and online work, including blogs, white papers, video, eNewsletters, Webinars, and podcasts.
* Achieved a **100% on-time** rate for deadlines on all magazines.
* Conducted performance reviews, made salary recommendations, conducted new hire interviews and made recommendations for employee terminations.

**Senior Editor**, CabinetMakerFDM.com, July 2006 – August 2008

* Wrote over **70 articles** about successful U.S. and Canadian small cabinet shops and large furniture manufacturers for *CabinetMaker* and *Furniture Design and Manufacturing*.
* Shot photographs and video for use in print and online editions.

**Associate Editor**, CabinetMakerFDM.com, April 2005 – July 2006

* Wrote news and product items **on a daily basis** for CabinetMakerFDM.com.
* Assisted in compiling data for the *FDM 300*, an industry reference guide.
* Proofread articles and newsletters for grammar and company style.

PROCEED INTERACTIVE INC., Des Plaines, Illinois

**Copywriter/Administrative Assistant**, November 2003 – April 2005

* Wrote press releases for key client, Ocean Pacific Properties.
* Oversaw Great Expectations B2C website, ge-dating.com.
* Wrote correspondence and created PowerPoint presentations for senior staff.

WOOD GROUP INC., Oklahoma City, Oklahoma

**Policies and Procedures Writer**, June 2001 – August 2002

* Created a **1,000+ page** Policies and Procedures Manual that contributed to the lowest annual asset write-off in company history.
* Edited and proofread correspondence and presentations for the vice president.

APOSTOLIC MINISTRIES INTERNATIONAL, Oklahoma City, Oklahoma

**Communications Director**, December 1997 – June 2001

* **Edited *The Sign of the Kingdom*** and became a driving force in its publication.
* Wrote a protocol for visiting ministers that saved the ministry $2,000 per minister, per trip.
* Communicated with the media, public, and dignitaries from around the U.S. and Africa on behalf of the organization.

COLDWELL BANKER ADVANTAGE REAL ESTATE, Oklahoma City, Oklahoma

**Communications Coordinator**, September 1996 – December 1997

* Wrote a monthly real estate marketing piece that triggered a **6.5% increase** in listings.
* Increased real estate marketing mailing list from 800 to over 1,800.

THE PRUDENTIAL TEXAS PROPERTIES, Dallas, Texas

**Realtor® Associate**, September 1994 – September 1996

* Wrote six Broker’s Opinion of Value Reports for Prudential Relocation Management.
* Created a six-page marketing brochure for agent use.
* Listed $1.4 million of Dallas-area residential property for sale.

OKLAHOMA STATE REGENTS FOR HIGHER EDUCATION, Oklahoma City, Oklahoma

**Assistant to the Chancellor**, June 1990 – September 1993

* Wrote over two dozen brochures promoting Oklahoma higher education.
* Launched a legislative-mandated Regents Continuing Education Program with a $500,000 budget and achieved an unprecedented 86% participation rate.
* Organized a “Festival of Student Success” that was instrumental in securing a **$350 million bond** for higher education.

**Education**

New York University, B.A. in Business Press Publishing and Creative Writing

Columbia University, Post-Graduate studies in Creative Writing

**Skills**

Hardware proficiency includes PC and Mac-based CPUs and digital cameras. Software proficiency includes Microsoft Office, Adobe Acrobat, InDesign (basic), Brightcove, Basecamp, MediaWay, Raiser’s Edge, GoToMeeting, GoToWebinar, all Windows operating systems and various CMS platforms.

**Certifications**

Notary Public – California, San Francisco County. My Commission Expires December 19, 2017.