

# KENNETH BUNCH

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## SUMMARY OF QUALIFICATIONS

Over 15 years experience in both the public and private sectors in marketing, communications, public relations and advertising. Both B2B and B2C marketing. Competent and creative hands-on manager with positive can-do attitude. Excellent communicative and interpersonal skills. Proven ability to meet or exceed goals, objectives and expectations as an integral member of a team concept, or in a stand-alone capacity.

## CORE COMPETENCIES

- Advertising
- Capable & Creative Writer
- Graphic Design
- Photography/Video Production
- Press Liaison
- Special Events
- Strategic Marketing
- Trade Show Coordination
- Website Content Management

## PROFESSIONAL EXPERIENCE

*Piedmont Community Health Plan, Lynchburg, VA* 2006 – Present

### MARKETING SPECIALIST

Responsible for strategic and tactical marketing projects including copywriting, sales collateral production, direct mail and website content management for regional employee healthcare insurance plan company. Also involved with graphic design, advertising, media purchase and placement and special event planning.

*The City of Charlottesville, Charlottesville, VA* 2000 – 2005

### ASST. DIRECTOR OF COMMUNICATIONS

Was responsible for internal/external communications for city manager's office including the design, layout, writing/editing of ads, brochures, newsletters, press releases and content management of official city website. Much desktop publishing with specialized graphic arts software. Plus media liaison, special event coordination, photography and video production of 3CMA Savvy Award winning Government Access TV shows.

*IBM Marketing Solutions, Raleigh, NC* 1999 – 2000

### CONTRACT MARKETING WRITER

Was responsible for researching and writing copy for marketing collateral, website content and multi-media production efforts. Assisted in design, writing/editing, program development, project management, and technical services to produce a wide variety of marketing collateral materials for internal clients from start to finish.

*Rappahannock Electric Cooperative, Fredericksburg, VA* 1997 – 1998

### COMMUNICATIONS SPECIALIST

Was responsible for internal/external communications, advertising and marketing support for large electric utility cooperative. Researched and wrote articles for monthly customer magazine and employee newsletter. Wrote copy for print ads and scripts for radio and TV spots. Administered media purchase and placement. Wrote press releases and acted as media liaison. Also served as company photographer.

*COMDIAL Corporation, Charlottesville, VA* 1994 – 1997

### MARKETING SPECIALIST

Was responsible for print advertising and marketing services for a leading high-tech telecommunications manufacturer. Duties included agency liaison for strategic planning of media, concept and delivery of advertising message, product launch implementation, 4-color literature production, promotions, sales support and vendor management. Coordinated trade shows, sales meetings and conventions. Wrote and did design/layout for desktop publishing of flyers, brochures, price lists and newsletters.

## EDUCATION

*Virginia Commonwealth University, B.S. in Mass Communications*

## COMPUTER SKILLS

Expert knowledge of PCs working in Windows environment. Highly functional with MS-Office apps such as Word, PowerPoint, Excel, plus Adobe CS5, Quark Xpress, Adobe Acrobat, and Photoshop.

***All information verifiable. Readily able to relocate.***