

Kent Wipf

Communications consultant with over 25 years of experience.

Minneapolis-Saint Paul, MN

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612-718-4865

Experienced communications professional with more than 25 years of communications, public relations, change management, branding, issues management and marketing experience with a demonstrated ability to:

- Develop internal communications messaging for a global company with multiple divisions, establish and manage project budget and timeline
- Manage and maintain brand standards while working with all aspects of a global organization to create informative and effective marketing and communications collateral and properly portray and protect the global brand
- Proactively manage projects from conception to final production - manage deadlines, budget, pre and post production.
- Create marketing plans and materials to generate sales leads, create and manage customer events, assist with trade show materials and trade show collateral.
- Develop Crisis Management plan. educate company leaders and employees on utilization of the plan through on-site meetings and webinars to limit negative impact
- Creatively produce content for blogs, social media posts, newsletters and magazines
- Proficient and effectively communicate using a variety of social media, CRM and traditional communication tools
- Consistently develop storylines to attract media coverage
- Effectively maintain excellent relationships with all levels of an organization as well as with vendors, partners, customers and the media

Work Experience

Independent Contractor

Various - Minneapolis, MN

October 2010 to Present

Recent clients include; Life Time Fitness, Fast Horse, One Simple Plan, Podium Sports Marketing, Colorado Clinic for Reproductive Medicine, OceanTech and Great Clips;
Developed and created weekly newsletter for Great Clips Franchisees and the local salon community.
Created social media plans, wrote and edited content, conducted media outreach, for Eldermark,

Simply Connect and OceanTech. Coordinated media relations plans for clients of Fast Horse and One Simple Plan, including Jack Link's, Heineken, POWERADE and Northern Tool. Wrote and edited press materials, developed media lists, talking points and conducted media calls and briefings. Wrote and edited content for Life Time Fitness media room. Developed media relations plans to promote events and to generate media coverage for Podium Sports Marketing.

Communications Consultant and Global Brand Marketing

Aimia Inc - Plymouth, MN

September 2011 to November 2016

Developed marketing materials and other content to aid in the lead generation process for Aimia. Worked closely with Marketing and Business Development teams to create and publish content, tell stories and minimize potential negative issues. I also served as a member of the Global Brand Team overseeing the migration from Carlson Marketing to Aimia as well as assisting with training of the staff for launch of the new brand, which included creating educational content and presentations. Developed timelines, budgets, brand website, edited brand guideline documents, created global marketing materials, edited policies for brand compliance and consistency. Served as primary liaison between Brand team and Aimia offices world-wide to ensure a smooth and compliant transition to the Aimia brand. Developed talking points, FAQs and issue management standards for senior executives across the company.

Public Relations Manager

Life Time Fitness - Chanhassen, MN

February 2005 to October 2010

Lead the media relations efforts for all Life Time Fitness centers across the country; oversee all local, regional and national media relations for Life Time Fitness events. Establish media coverage goals and quarterly report procedures. Develop yearly media relations plan with objectives and strategies. Supported company's initiatives and programming by developing internal communications messaging for 20,000 employees across the country. Served as primary spokesperson during crisis situations and worked closely with executives and club managers to prepare them for issues management.

Independent Contractor

Various - Saint Paul, MN

February 2003 to January 2005

Grand Excursion 2004, St. Paul Riverfront Corp., NBCOlympics.com

Developed media relations plans to promote events and to generate positive media coverage. Worked closely with sales and marketing departments to help achieve sales goals and raise awareness. Logged and edited video footage for Riverfront events. Served as a monitor and editor for NBC's Olympics website.

Communications Director, Public Relations and Communications Manager

Minnesota Timberwolves - Minneapolis, MN

1989 to 2003

Primary liaison between the Minnesota Timberwolves, the NBA, and local, national and international media organizations. Led the department for ten years. Developed departmental goals and managed department budget. Served as team spokesperson. Provided editorial direction for the team website and team publications.

Education

Bachelor of Science in Mass Communications

University of South Dakota - Vermillion, SD