



Ken Beasley

Brand / Interactive

Ken Beasley
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Experience in high-level communications with extensive involvement in critical areas of business development, client relations and production. Strength in adaptability and leadership through all manner of time and budget constraints and project shifts.

Experience

Director of Marketing & Business Strategy, Push10; Philadelphia, PA — 2015-Present

Lead business development and marketing processes for Push10, a branding & digital marketing agency. Interface with stakeholders for smooth project production and steer overall strategic growth.

- Drive business development and fruitful client engagement through new project opportunities, and review current engagements to uncover potential for enhancements and added services.
- Strategize with creative/technical leads in prescribing bespoke solutions to serve client objectives.
- Compose proposals, production timelines, resourcing, deliverable tracking and profitability.
- Conduct milestone check-ins with PMs to monitor scope, utilization and profitability.
- Shepherd all marketing outreach including e-mail automation, PR, and SEO minded original content.
- Collaborate with CEO and CD to establish/evolve processes, policy, culture & agency advancement.
- Remain actively plugged-in to latest trends and best practices to maintain competitive positioning.
- Produce and participate in thought-leadership events to help foster the creative community and to fuel the agency's marketing and PR efforts.

Manager of Marketing & Internal Projects, AREA 17; Brooklyn, NY — 2011-2014

Led production on special projects; digital and social. Consulted and led on best practices, structure and processes across the business operations department.

- Client-facing lead on strategy development determining objectives and solutions through new brand, website and supporting collateral.
- Point person for project setup and requirements through execution.
- Oversaw new business opportunities through strategic qualification and assessment.
- Produced original content (articles & video) for AREA 17's social and marketing efforts and lead on tracking and measuring success through metric tools.

Clients

Adweek
The Atlantic
Billboard
Campbell's
Children's Hospital of Philadelphia
Chico's
Dering Hall
Facebook
Geneva Global
Google
High Line Hotel
The John Templeton Foundation
Krrb
Harvard Art Museums
Lagos
Love Beets
Mediamath
National Philanthropic Trust
Organicgirl
Penn Law
Penn Medicine
Princeton University
Sodexo
Spin
StumbleUpon
Style.com
Quartz (QZ)
Waterworks
The Wharton School
The Webby Awards



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Director of Marketing, Collaborative Arts Project 21; New York, NY — 2009-2011

Managed communications for CAP 21; Musical Theatre department of New York University (NYU).

- Worked on annual business plan, providing analysis for media buys and program development.
- Managed re-branding campaign and creation of new website.
- Project Manager for annual gala; designed invitation, journal and directed event production.
- Designed collateral materials and promotional pieces, and produced video pieces for web.

Director of Marketing & Sales, Abrons Arts Center; New York, NY — 2007-2009

Marketed performances, exhibitions and classes, and also served as music curator/producer.

- Designed collateral and videos, and produced new institutional website and brand.
- Promoted programs through ads and story placement in popular publications.
- Created and produced monthly concert series featuring emerging musicians & sound artists.

Marketing Manager / Producer of Arts & Music Programs

Lower Manhattan Cultural Council (LMCC); New York, NY — 2005-2007

Promoted events and programs through collateral distribution, advertising and story placement. Produced performances and events, including overall theme and scope.

- Managed ad campaigns and collateral production including timetables, resources and budgets.
- Pitched public art programming to city partners and funders and produced exhibitions.

Education

University of Texas — 1994 - 1997

Commercial Music Management

Skills

Concepting, Digital/Print Production, Social Media/Community Management, SEO, Video Editing, Graphic Design, Copywriting, Event Logistics, Proposals/Presentation Decks

Software + Tools

Photoshop, Illustrator, InDesign, Final Cut Pro, iWork & MS Office, Keynote, Google Analytics, Wordpress, Harvest, Asana, Teamwork, Basecamp, MindMeister, TeamGantt, Unfuddle, Zoho

Personal Interests

Lover of soccer, charcoal grilling, rivers, Spanish sherry and music you can't find on the radio.