

Kenneth Newville

Creative Leadership • Digital Marketing • Brand Management

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www.kennewville.com (pw: hello)

Highly organized and resourceful marketing professional with over a decade of experience strategizing and executing on multi-channel GTM product campaigns in the biopharmaceutical industry.

Expertise in many facets of marketing including creative leadership, product marketing, brand management, advertising, digital platforms including virtual environments, CRM, social media, email campaigns and product photography.

Proven record at managing marketing material creation from concept to completion for GTM strategies that increased brand awareness and sales.

EXPERIENCE

Senior Digital Marketing Technologist

Meissner Filtration Products, Inc.

Oct 2020 - Present

- Lead creative for Marketing with a responsibility to interface with Product Engineering to strategize and implement new marketing campaigns for product launches.
- Trained and supervised junior creatives overseeing the foundation of brand principles and guidelines.
- Managed all technical and creative aspects of the public website with a 120% increase in web traffic since redesigned with an emphasis on SEO, usability and accessibility.
- Identified the need as well as the technology to create virtual environments for quality assurance audits allowing for the opening of key manufacturing sites during a global pandemic.
- Established new professional grade photo studio and creative photo strategies for in-house product photography contributing to cost savings while dramatically improving output and quality.

Web Designer & Developer

Meissner Filtration Products, Inc.

Oct 2010 - Oct 2020

- Principally collaborated with executive management to design and implement marketing materials, including: brochures, spec sheets, white papers, landing pages and presentations as part of GTM (go-to-market) strategies for numerous product launches.
- Lead the UI/UX design of meissner.com from wireframe to launch with an emphasis on accessibility and useability.
- Researched, implemented and supported full LAMP stack to power development of a fast and responsive custom Wordpress site based on proven lightweight frameworks.

Web Content Lead / Program Coordinator

QAD Inc.

Feb 2005 - Oct 2010

- Designed website landing pages with usability and SEO elements.
- Managed enterprise content for QAD's web presence.
- Establish and managed the proposal and request for proposal programs and supporting software applications.
- Salesforce.com administration (report and dashboard creation).
- Sales performance reporting to management.

MAJOR PROJECTS

The Virtual Audit

Tasked by Meissner leadership, I played a key role in identifying the appropriate technology and formulating a project plan to host a virtual audit so that Meissner's new facility in Ireland could open and immediately start producing products essential to the creation of multiple vaccines.

Working closely with the staff in Ireland, my team and I produced incredibly detailed 360 degree images throughout the entire facility. The auditors could manipulate the images themselves and "walk" virtually room to room.

The audit passed with no findings and each auditor commented on the virtual tour as being key to the success, declaring it the new benchmark in virtual audits.

The Website

Tapping into a decade of experience in web design and development, I got to work overhauling meissner.com. Using the latest available front and back-end technologies, and with usability, accessibility and SEO in mind, I designed and developed the website resulting in a 120% increase in traffic.

Now one of the cornerstones of Meissner's marketing efforts, meissner.com continues to support the sales and engineering teams with the latest information, product documentation and branding.

The Photo Studio

Quickly realizing the synergistic qualities of Meissner's need for professional photography and available in-house talent, I helped establish a high-end photo studio that can handle a wide spectrum of product sizes and volume.

This has increased the quality of Meissner's marketing materials while simultaneously shortening the lead time and drastically cutting costs compared to a third party studio.