

# KEN kisselman

KEN@potentialKEN.com

**KEN kisselman is an Integrated Marketing Strategist, Catalyst, and Creator** specializing in helping interdisciplinary agency and client teams think through opportunities to communicate, build branded relationships, and achieve ROI through digital interactive experiences as integrated components of cross-channel marketing and business initiatives.

**15+ years professional experience** devising, delivering, and optimizing integrated interactive programs working with digital & traditional agencies, media communications companies, and consulting clients.

**25 + years intellectual background** exploring how mythic storytelling in mass media and popular culture establishes individual/collective identity and influences consumer/social behavior

**Comfortable addressing Content, MarComm, eCommerce, and B2B&C eBusiness challenges; KEN has guided programs for clients including:** Aeropostale, Acuvue, AOL, Beck's Beer, BMS, Bowcraft, Crazy Eddie, Dentyne, Gardasil, Gilat, GolfMax, GSK, Imodium, J&J, Lowe's, M&M's, March of Dimes, Merck, MTV, Nickelodeon, NSVRC, PA State Senate, Penske, PUC, Reach, Revlon, RJ Reynolds, RotaTeq, Silicon Graphics, Spaceport America, Splenda, Tylenol, VIR, Willis, and numerous local/regional advertisers and news/content publishers

**Strategy, Analysis, Ideation, Facilitation... "I'd like to help you think things through"**

## A Brief History of KEN:

**Freelance Consultant** Virtual & On-Site at Various Client/Agency Locations  
**Integrated Interactive and Cross-Channel Strategy & Analysis**

**June 1997 – Present**

Throughout my career and consistently since 2007, I have worked independently with clients and their agencies on an hourly, deliverable, or duration basis. I enjoy working with both the ideas that sit behind the objectives & strategy and the teams of interdisciplinary individuals who plan, execute, and manage the resulting tactics. Having built a career helping diverse clients address unique challenges in order to evolve their marketing and business processes to capitalize on emerging interactive technologies and markets; I am skilled at adapting past insights to new industries, products, audiences, technologies, operational infrastructures, and collaborative cultures. Previous engagements include:

- Identifying, researching, visualizing, analyzing, and optimizing cross-channel journeys, messages, touchpoints, and user/consumer experiences for MyLowe's CRM program awareness, acquisition, retention, and ongoing reengagement
- Facilitating GSK executive leadership development of business cases and implementation plans for US enterprise-wide integrated cross-brand healthcare provider CRM and digital detailing
- Auditing the performance of BMS Oncology franchise web tactics in the context of online/offline advertising and marketplace events in order to establish benchmarks, recommend strategic improvements, and inform reporting templates
- Helping 360 Agency Pavone untangle its digital delivery log jam: managing resources, trafficking work, establishing project plans, facilitating requirements gathering and delivery planning, and influencing new business pipeline
- Producing multimedia content and communication plan for Bowcraft Amusement Park online and relationship marketing
- Counseling ID firm Hohman Design on brand differentiation and multi-channel communications strategy
- Stepping in as an ad hoc hired gun for numerous agencies and other service providers to conduct research, drive/focus ideation, and/or develop materials for annual planning, strategic/tactical recommendations, and new business pursuits

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**Refinery** Hatboro, PA  
**Strategist**

Jan 2005 – Aug 2006

I was privileged to join the iAOR team as channel strategist for the then unnamed and unapproved cancer vaccine Gardasil guiding all aspects of online disease, product, and PR communications to HCPs, patients, and influencers; overseeing the entire lifecycle from market shaping through global roll out. Given my success integrating with client leadership and delivery partners, I was also tapped to help stimulate/oversee other agency accounts to similar ends.

**MarketSource** Cranbury, NJ  
**Account Manager**

Sept 2003 – Nov 2004

Changing my client industry focus to healthcare, a short-term project launching a new product quickly snowballed into guiding multiple simultaneous ad hoc and annual plan online media initiatives across a variety of J&J brands and families. In addition to basic awareness/traffic generating campaigns, I became the go-to-guy for experimental learning programs like sponsored content, couponing, structured sampling, sweepstakes, advergaming, incentivized advocacy, and chat bot.

**Coyne Beahm** Greensboro, NC  
**Executive Producer: Interactive**

June 2001 – Mar 2002

I was invited to join my client's AOR as interactive lead to finish launching the first web program for a MSA regulated cigarette RJR: Doral. My new role enabled me to expand my contribution to the brand's ongoing comprehensive upgrade initiative influencing product, packaging, advertising, RM, PR, and events. While overseeing final development, testing, legal review, launch, and promotion for Doral, I also helped stabilize the agency's fledgling interactive practice area.

**Luminant Worldwide** New York, NY – WDC – Greensboro, NC  
**Executive Producer – Principle Specialist**

Nov 1999 – Jan 2001

Refining my focus to large-scale client work I moved to an Interactive Professional Services Firm newly created through the conglomeration of multiple national locations/disciplinary practices. Based out of the NYC headquarters I traveled nationally as company thought leader and engagement principle for multiple simultaneous client engagements including RJR the firm's largest eastern region engagement, which I grew from RFP pitch to the core of my account portfolio.

**Macromedia: Online Division** Rockaway – Hackensack, NJ  
**Creative Development & Imagineering**

Sept 1997 – Nov 1999

I began my career in Interactive moving from a job in ad sales to the builders of that magazine's website; a startup recently acquired by NJ's largest privately held news publishing conglomerate. Signing on to champion an assorted collection of proprietary business directories, community guides, content portals, and dynamic news publishing; my role evolved into the 'idea guy' and creative/strategic bridge between technology and design for many of the web shop's relationships with its client accounts and commitments to its parent company. I oversaw pitches, planning, and delivery for client sites and advertising including their first national accounts; while also consulting to the board regarding the digital future of 2 daily and 23 weekly newspapers, adapting offline practices, and adding user-generated content & webcasting.

## **KEN's professional work is grounded in an interdisciplinary academic background**

as a **Media & Cultural Theorist** focused on the evolution of visual, textual, performance, and participatory communication from oral to literate to post-literate cultures

KEN has a **BA** from **Drew University** and **Postgraduate Degree** with additional research at **The University of Wales**

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