

# Ken Dawson

Problem solver

Marketing professional with extensive experience in building brands in Tech, Retail, Finance and Healthcare verticals. Skilled developer of strategic insights to create omni-channel campaigns that deliver emotional engagement and activate audiences. Experienced in all marketing mediums and comfortable mastering and evangelizing new technologies. Focused on merging creative and technology to create story-telling that produces quantifiable results.

## EXPERIENCE

### Director, Brand Management

[Mering | The Shipyard](#) Sep 2019 - Jun 2022

- Lead campaign strategy and implementation for the VSP campaigns designed to drive high-funnel prospects in a high-membership/low-awareness category. Managed collaboration with VSP internal resources to expand and promote the campaign across verticals to encourage a unified voice to drive high-level VSP goals and brand awareness.
- Lead go-to-market strategy for TDSC (the CDA's e-commerce disrupter) designed to double revenue and drive brand awareness to break into an established, but turbulent marketplace. Creation and execution of ABM strategies to drive targeted campaigns exceeding traffic, registration and revenue goals.
- Overall lead strategy and direction for G3, Gallo's technology and logistics arm.
- Analyzing current internal Agency structures to elevate technology solutions and drive innovation in campaign strategy and execution.
- Lead Awareness and go-to-market strategies for SFI Health's Ther-Biotic line including strategy, creative and media implementation.

### Group Account Director

[ThomasARTS](#) Jan 2012 - Aug 2019

- Focused on combining the best of technology and creative solutions to grow our clients brands and increase revenue while maintaining tight budget standards.
- Managed Lead Agency relationship for the VSP Individual Vision Plan group covering Creative and Media Strategy, TV and digital creative, social media campaigns, creation and maintenance of the vspdirect.com ecosystem of sites and CRM (Salesforce/Eloqua) campaign strategy and implementation.
- Oversaw campaign and media strategy, creative strategy and cross-channel implementation of campaigns for the VSP Brand and Voluntary (Group) teams.
- Digital and website strategy and implementation for the mozy.com Consumer, Small Business and Enterprise markets.

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Folsom, CA

## SKILLS

Strategic Marketing  
Digital Marketing  
Campaign Analytics  
Business Development  
Marketing  
Strategy

## EDUCATION

### MBA

[California State University, Sacramento](#)

Currently Attending

Marketing, Leadership, Change Management, Organizational Design, Analytics

### Bachelor of Arts

[University of Colorado at Boulder](#)

PSCI

## **Account Director**

**MRM McCann SLC** Apr 2012 - Dec 2012

- Account Director for the Intel B2B business covering outreach to technology personas, ongoing CRM campaigns and content creation for online and community distribution.
- Lead for B2C campaigns to support the "Ultrabook" campaign encouraging usage of this Intel coined term by manufacturer partners to increase PC share of mind and market. Implementations cover the spectrum of channels from print to social to maximize reach to all segments of our target audience.
- Developed influencer campaigns for Intel SMEs to create a better 1:1 connection between the Intel target persona and Intel's thought leaders.

## **Account Director**

**New Control (Merkle)** Sep 2004 - Mar 2012

- Director in charge of overall client relationship and Visa Loyalty & Innovation group P&L. Manage overall strategy and creative execution, identification of market/service innovations to protect and grow existing revenue streams, implementation of strategies that position Visa to take advantage of emerging cardholder and market needs.
- VIN - Oversees all operations for The Visa Incentive Network, a high-profile CRM program that merges all issuers and top 200 merchants to deliver targeted and customized offers to cardholders.
- V.me - Analysis of target research and focus group data for issuer and merchant sell-in materials. Creation of positioning and merchant/issuer insights for product sell-in and marketing. Ideation and execution of B2B and B2C materials including general, digital, social, direct and trade show channels.
- MOP - Usage and acquisition strategy for Merchant Offer Program designed to take advantage of emerging media (behavioral advertising, Twitter, Facebook) and development of User Experience strategy, UI and layout for a revised Visa discounts site.
- Visa SavingsEdge - DM creative and strategy, interactive acquisition including cutting edge online targeting methods. Cardholder messaging research and analysis, overall campaign LTF. Market strategy and launch for the Visa Insurance product.

## **Account Executive**

**Rapp Collins Worldwide** Jun 1998 - Aug 2004

- UPS: Managed all aspects of various projects including direct print and mail, Intranet, trade show collateral, standards manual, sweepstakes and e-mail.
- Bristol-Myers Squibb: Initial strategic planning for Pravachol (Cholesterol) DTC launch and Zerit (Aids) promotion.
- Brand Planning: Industry and consumer insight for current clients MCI/WorldCom, Hyatt Hotels, RoadNation, Bristol-Myers Squibb, Ourhouse.com and others:

## **Assistant Media Planner**

**DMB&B Chicago** Jan 1996 - May 1998

- Implemented and maintained national and local plans for the central region, with budgets of \$11.5 million.
- Created, maintained and revised radio, television, cable and print specifications.

## **Business Analyst**

**AT Kearney** Aug 1995 - Dec 1995