



## KEN ROBERTS

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### SUMMARY

Highly experienced in the development of strategies to create successful integrated marketing programs that drive sales. Expertise in downstream marketing covering both traditional and digital media. A proven leader in fast-paced and growth environments.

### QUALIFICATIONS

- Brand Strategy
- Campaign Development
- Market Research & Competitive Analysis
- Strategic Market Planning
- Digital Marketing
- Product Launches
- Web Property Development
- Corporate & Product PR
- Sales Promotion Campaigns
- CRM Marketing
- Trade show Management
- Team Training & Leadership
- Vendor Relationships
- Social Media Strategies
- Project Management
- Collateral Development
- Creative agency management

### PROFESSIONAL EXPERIENCE

#### Clarity Medical Systems

Pleasanton, CA

Jul 2016 - Apr 2017

Manufacturer of HOLOS<sup>®</sup> and RETCAM<sup>®</sup>, ophthalmic medical devices.

#### Marketing Communications Manager

Managed all marketing communications and downstream efforts for the ophthalmology device manufacturer. Ensured consistency of brand messaging through all forms of digital and traditional marketing communications. Worked closely with VP of Marketing to extend and refine corporate message.

- Transformed the efficiency of the company's digital marketing by bringing it in-house, while reduce expenses by \$120k.
- Spearheaded development and growth of social media program increasing engagement by 35% and sales leads by 15%.
- Developed and executed all SEO strategies, web metrics analysis and social reach data and provided reports for executive strategy meetings.
- Directed brand management, PR, media relations, corporate positioning, advertising, sales collateral and trade show marketing.
- Managed all aspects of trade show planning. Coordinated integrated messaging strategy throughout creative, and coordinated key messages to internal staff, vendors and KOLs. Drove a 20% increase in leads with new direct mail, email and digital marketing efforts.
- Designed all direct email marketing templates for sales team. Ensured successful follow-up and reporting within Salesforce.
- Forecasted and budgeted show and media spend for marketing department. Delivered timely qualitative and quantitative plans and implemented marketing projects within budget parameters.
- Managed two external creative and PR agencies. Built strong relationships with cross-functional internal stakeholders to ensure accurate content for product and corporate media.

**Phoenix Technology Group**

Pleasanton, CA

Nov 2014 - May 2016

*Manufacturer of ophthalmic medical and research devices.***Director of Marketing**

Developed, executed, and managed marketing strategy for both medical and research product lines. Managed in-house staff and external consultants to drive revenue and increase brand awareness.

- Directed a comprehensive branding overhaul and implemented new standards in all company collateral and communications. Spearheaded naming and branding efforts for launch of new clinical business unit.
- Restructured all creative, advertising and social media creation in-house, saving the company \$200k+ annually.
- Develop educational webinars in collaboration with the sales team resulting in \$300k sales increase over 3 months.
- Increased brand awareness via strategic marketing plans that incorporated both market research and the creation of downstream programs. Collaborated directly with CEO to create short and long-term programs that included high impact assets such as webinars, product videos, direct mail campaigns and content-rich web properties.
- Managed the creation of all print and web marketing materials. Redesigned and launched company and product websites.
- Worked across with all internal departments to create comprehensive training videos for research product line. Leveraged training materials with webinar promotions to increase awareness and understanding of product capabilities.

**F23, Inc.**

Walnut Creek, CA

2001 - 2014

*Advertising & Marketing Communications agency***Founder**

Directed marketing and brand programs with a primary focus on medical device and technology companies. Developed targeted branding and marketing campaigns which incorporated advertising, identity, digital and print collateral, social media, trade shows, and website development. Clients included: Apple, Finsiar, Symbol Technologies, TSI Semiconductor, and ALZET.

- Guided multiple clients through rebranding campaigns and the launches of new marketing programs.
  - Successfully contributed to the rebranding of a digital optics client which was acquired for 4x valuation shortly thereafter.
  - Instrumental in refining and refreshing another high-tech client's marketing presence and positioning in the market, prompting its acquisition for \$40M.
- Delivered superior ROI by developing and executing comprehensive, fully integrated web, print and email campaigns creating the highest impact while maximizing financial resources.
- Utilized diverse marketing tools to create and deploy online media marketing:
  - Directed a multi-national team of designers and developers to identify customer challenges and devise strategies that delivered sound solutions, spanning e-commerce, digital storytelling, and mobile experiences.
  - Measured campaign success through tools such as Google Analytics and Salesforce. Monitored and tracked web, digital and social media initiatives, conducting analysis to modify marketing plans and strategies.
- Partnered with clients to design website content structure and develop UI to ensure complete communication of corporate culture and message. Managed all day-to-day development and maintenance of web properties.
- Promoted brand awareness and revenue expansion through social media channels.

**Previous Experience:**

Saatchi &amp; Saatchi

San Francisco, CA

Designer

Ziff-Davis Press

Emeryville, CA

Art Director

**EDUCATION**

University of California - Santa Cruz

Graphic Design

Santa Cruz, CA

Undergraduate studies