

Ken Lynch

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Summary: Writer, strategic communicator. Public and media relations, blogging, news releases, video scripting, guest columns, exec bios, web copy, collateral development, multi-platform content expert. Focus on collaboration, trust, relationships. Always seeking innovation.

01/17-present
PRINCIPAL

KEN LYNCH CREATIVE

- Create multi-platform content and communications strategies
- Social media, blog posts, web copy, articles, press releases, brochures
- Strategic analysis and development

Results:

- More than 50 clients across US and Europe
- Web sites from Singapore to Australia
- More than a dozen blogging clients
- Guest column in Entrepreneur.com, I Magazine

2/2015 – 10/2016

TUMBLEWEED CENTER

CHIEF COMMUNICATIONS OFFICER

- Directed all communications, media, marketing, public relations, community building for \$10 million Phoenix non-profit assisting homeless youth
- Established the Tumbleweed *brand*: Daily social, web copy, email list management, press releases, fundraising, videos, guest columns, newsletters, brochures
- Proofread, edit, approve all projects for printing
- Strong presence as public speaker, Tumbleweed spokesperson
- Directed internal communications for 130+ employees
- Liaised with neighborhoods, elected officials at municipal, county, state levels

Results:

- Local media hits tripled since February 2015; national coverage in Wall Street Journal
- Responsive redesign of tumbleweed.org web site; uniques doubled in 6 months
- Twitter, Facebook followers up every week since April 2015
- CEO editorials on homeless issues in AZ Republic, East Valley Tribune
- Multiple legislative appearances at child welfare fact finding meetings
- Redevelopment of brochures, fundraising materials, mailers
- First-ever Tumbleweed internal e-newsletter and donor opt-in e-newsletter
- Designed and launched customer surveys and follow up processes

6/2006 – 9/2014

CITY OF SURPRISE

DIRECTOR OF MARKETING/COMMUNICATIONS

- Developed all communications, marketing, community outreach and media for city of 120,000
- Directed internal communications for 750+ employees
- Directed multi-platform presence: social, web, video/cable TV, quarterly magazine (50,000), collateral, advertising, surveys, direct mail, news releases, columns, media
- Edit, proofread, approve all materials for publication
- Wrote and produces multi-media presentations for public, web and TV
- Directly advised executive management, elected officials
- Prepared speeches, talking points, articles for Mayor, Council, City Manager

Results:

- Web visits jumped 50% to average 70,000 unique per month
- High growth on Twitter, Facebook for City and Mayor; developed city-wide social media policy
- New strategies for online community building; community engagement achieved all-time highs
- Supported Economic Development with presentations, collateral, videos
- First-ever Surprise resident mail surveys; employee online surveys
- Surprise developed first Strategic Marketing Plan, first Tourism Plan
- NATOA national finalist (Best Website); Rocky Mountain Emmy nominations (2); 3CMA Savvy, Silver Circle awards; 5 APEX awards for best publications

11/2004 – 6/2006

CITY OF PHOENIX

MANAGEMENT TEAM - PUBLIC INFORMATION OFFICER

- Reported to/directly advised Director of 250-person, \$45 million Neighborhood Services Department
- Directed NSD community relations, website, newsletter, cable TV program, media relations
- Directed internal communications including newsletter, employee meetings, FAQs
- Created speeches, columns, TV talk points for Director, Mayor, Council
- Proofread, edit, approve all NSD publications
- Built widely diverse neighborhood and business partnerships

Results:

- 5 Republic editorials supported NSD issues;
- 200+ NSD stories in local media in 2005
- 20 live broadcasts on Univision

1/1997 – 11/2004

CITY OF PHOENIX/PHX11 EXEC PRODUCER/ACTING STATION MANAGER

- Directed all operations of 24/7 channel with staff of 12 FT and 30 PT
- Built brand awareness of Phoenix as diverse, innovative city
- Improved productivity with reduced budget (\$1.2 million)
- Wrote, produced, copyedited, proofread, hosted, narrated video programming

Results:

- Multiple Telly, Emmy, NATOA award period
- PHX11's first bilingual and live programs
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Other Professional Experience

- Anchor/reporter KJZZ, KTAR, KFYT
- Assignment Manager/Producer, KPHO TV
- Correspondent/anchor, NHK Broadcasting, Osaka, Japan
- Published writer in AZ Republic, New Times, Tribune, others

Education

BS Mass Communications
Southern Illinois University

References

Chris Hillman
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