

CURTIS R. FENNELL
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MARKETING COMMUNICATIONS MANAGER

Creative marketing communications manager with a broad base of experience producing high-quality materials that propel the company's strategic plan. Excellent project management abilities with a track record of meeting tight deadlines and budgets. Skilled at explaining difficult concepts to non-technical audiences and demonstrating product benefits. Background in physics and engineering enables rapid familiarization with new products. Proficient at building strong cross-functional relationships with customers, colleagues, and suppliers.

Brand Identity and Awareness • Web Sites • Print Advertising • Video Production
Interactive Multimedia • Product Photography • Advanced Presentation Design
Trade Show Displays • Product Literature • Technical Writing • Training • Surveys

PROFESSIONAL EXPERIENCE

Itron, Greenwood, SC • 2004 to present

Manage all marketing communications activities for a division of an international energy metering corporation, maintaining corporate standards while refining and emphasizing the branding of the local product line, which is focused on meters for propane, refined fuels, and industrial liquids. Member of strategic planning team, product review board, and total quality management steering committee. Closely involved with product design and familiar with all aspects of product functionality in order to produce clear, accurate sales literature, manuals, and training materials.

- Brought previously outsourced activities in house by taking control of the creative process, reorganizing workflow for Adobe Creative Suite and further developing the inherent talents of department employees, dramatically reducing project costs while improving the overall quality of the materials. Estimated savings baseline approximately \$50,000 per year (more if special projects such as video or animation are needed).
- Revitalized web site, trade show displays and executive presentations through redesigned graphics, clear explanations of technology, streaming videos, and interactive content. Increased web traffic by 20% through redesign and optimization.
- Instrumental in saving a large account by diplomatically demonstrating to the customer's top management that most of their problems were caused by the way they installed the product. Developed training materials and held weekly teleconferences with key personnel from both companies until problems were resolved. Customer remained loyal and now fully endorses the product.
- Led a quality improvement team for a product line, effecting a significant improvement in reliability, enhanced customer perception leading to increased sales, and a 50% reduction in warranty repair costs.
- Reduced cost of printing product literature by an average of 25% by redesigning for less expensive printing processes.
- Mentored interns and new employees to enhance cross-departmental teamwork.

continued

Northrop Grumman, Baltimore MD • 1989 to 2004

Multimedia/Video Producer

Developed and managed video and interactive multimedia projects to market defense systems and derivative technologies to U.S. government, defense contractors, and foreign governments. Hired and supervised freelance crews. Held clearances as necessary.

- Developed internal billing system for recovery of equipment and freelance expenses.
- Established new in-house animation and interactive multimedia capabilities, eliminating up to \$100,000 per year in outsourcing.

Westinghouse Defense, Baltimore, MD • 1981 to 1989

Sr. Quality Engineer

Lead quality assurance engineer for a facility that fabricated integrated circuits and assembled complex, high-reliability hybrid microelectronic systems. Worked closely with personnel from all departments in a matrix-managed organization. Contact person for prime contractor and government representatives. Developed and taught extensive training program for quality inspectors. Held clearances as necessary.

- Established cooperative relationship with manufacturing engineers and supervisors, engendering a team-based approach to quality where inspectors and assemblers worked together to ensure built-in quality and prevent unnecessary rejection/rework cycles.

EDUCATION

B.S. Physics with electrical engineering option, 1981, Clemson University, Clemson, SC.

RELATED SKILLS

Extensive computer skills and experience with industry-standard processes and software for print, web, and video, including Adobe Creative Suite applications and Microsoft Office. Working knowledge of HTML, XHTML, and CSS.