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Top Skills

Corporate Communications
Marketing Communications
Press Releases

Languages

French
Latin

Certifications

Certified Student Success Coach
Certified Public Information Officer
University Leadership Program

Honors-Awards

Engineering Excellence Award
Nomination
Certificate of Excellence
Above & Beyond Award
Premier Partner Award
Commitment to Excellence
Certificate

Publications

Campaign for NAU video
Women's Travel column

Kerry Bennett

Chief Creative Officer (CCO) at Illumination Science Writing & Creative Consulting Services
Flagstaff, Arizona, United States

Summary

Strategic marketing and communications professional with expertise in enterprise-level content marketing in the science, medical, and technology sectors. Extensive experience spanning multiple industries, including medical devices and healthcare, higher education, environmental, employer branding,

Experience

Illumination Science Writing & Creative Consulting Services
Chief Creative Officer (CCO)
September 2021 - Present (1 year 6 months)
Flagstaff, Arizona, United States

Since retiring from Northern Arizona University in September 2021, I've been practicing storytelling and journalism focusing on scientists who advance human knowledge through their discoveries and inventions. As a freelancer, I'm currently accepting writing assignments that are meaningful, that illuminate, and that spark joy.

NAU Research
5 years 2 months

Manager, Research Communications
February 2021 - September 2021 (8 months)

Until retiring in September 2021, I led a team responsible for all marketing and communications efforts promoting NAU's research enterprise, including setting strategic direction and developing content focusing on faculty scholarship, technology transfer, and related activities. Working with University Marketing and Strategic Communications, my team worked to raise the research profile

of the university in the national media and in the higher education marketplace, elevating the NAU Research brand with key constituents including the Arizona Board of Regents, the Flagstaff community, and potential industry partners through digital marketing, PR, and advertising.

The most rewarding part of my role, however, was working directly with scientists, engineers, and other faculty researchers across the university, interviewing them, writing news stories and press releases, organizing photo shoots, and developing content for ads, brochures, and websites featuring their discoveries and achievements. I am proud of the work our team has done over the years, with more than 300 publications and 200 photo shoots.

Research Communications Officer

August 2016 - February 2021 (4 years 7 months)

Flagstaff, Arizona Area

Reporting to the Chief Marketing and Communications Officer, the Research Communications Officer oversees all marketing and communications efforts related to the university's research enterprise, and is responsible for identifying, writing, and editing information associated with research, technology transfer, faculty scholarship, and related activities. Information will be created and distributed via a variety of media for both print and online venues. The Research Communications Officer works closely with other members of the Marketing and Strategic Communications team to help raise the research profile of the university in the national media and in the higher education marketplace, to reinforce the brand and image with various constituents, and to oversee promotional operations including research marketing, public relations, and advertising.

AspenLeaf Communications

Communications Consultant, Writer, and Coach

June 2005 - September 2021 (16 years 4 months)

Flagstaff, Arizona

At AspenLeaf Communications (formerly Kerry Bennett Consulting, Inc.), we work with engineers, scientists, and marketing professionals to develop content strategies focused on specific, measurable goals. Collaborating with a broad network of designers and other creatives, we can produce a variety of communications to support those strategies, from websites to print and digital ads to blog posts to white papers.

With experience in B2B marketing, technical writing, content management, and corporate recruiting and HR communications for FORTUNE 500 companies,

we have completed hundreds of successful projects for medical device manufacturers, healthcare providers, pharmaceuticals and chemicals manufacturers, and the higher education industry.

We can also provide communications coaching services to executives and business professionals as well as personal coaching for people who want to create their memoirs.

Clients include Keep It Simple LLC, KB COMM, The Hubbell Group, The Koncordia Group, Cancer Care Connection, The Delaware Governor's Advisory Council on Hispanic Affairs, and Flagstaff Friends of Traditional Music.

Northern Arizona Healthcare Marketing Content Specialist

December 2014 - August 2016 (1 year 9 months)

Flagstaff, Arizona Area

As Content Specialist with Northern Arizona Healthcare's Communications Department, my responsibilities included:

- Managing the flagship magazine for the healthcare system, "NAH NOW!"
- Leading the development and implementation of a quality control process for all communications produced, internal and external.
- Serving as the lead writer on a wide variety of marketing collateral, corporate communications, and health education content.
- Working with specialists in PR, social media, and digital media to develop and manage content for Northern Arizona Healthcare patients and families, employees and the community.

SamNova, Incorporated

Recruiter and Sourcing Specialist

January 2014 - December 2014 (1 year)

Flagstaff, Arizona Area

As a communications expert, I've enjoyed working with clients across disciplines in a wide variety of industries at global Fortune 500 companies. While working with recruitment professionals on employer branding campaigns and marketing strategies, I developed an interest in recruiting because I care about people. For me, recruiting is a way of helping connect people to opportunities that will help them grow and change their lives.

SamNova, Inc. provides extensive career coaching and job search services such as resume writing, career assessments for both students and working professionals, targeted job search campaigns, and tailored coaching sessions. The firm also provides recruiting and sourcing support to employers across the US covering a wide range of industries and job functions.

Flagstaff Friends of Traditional Music

Marketing Director for "Pickin' in the Pines" Bluegrass Festival
April 2014 - September 2014 (6 months)

As the volunteer Marketing Director, worked with Flagstaff Friends of Traditional Music (FFOTM)'s Artistic Director and the Planning Committee to promote "Pickin' in the Pines" Bluegrass & Acoustic Music Festival, a 3-day event held September 12-14, 2014. Check out our website at www.pickininthepines.org.

Northern Arizona University

Content Team Manager

January 2013 - December 2013 (1 year)

In my role with the University Marketing Department of Northern Arizona University, I managed the Content Team and was responsible for developing, implementing, and managing marketing communications across print and digital media for a wide range of internal clients. I successfully planned and executed a full cycle of annual communications for NAU's Undergraduate Admissions, Orientation, and Financial aid teams--including videos, print brochures, websites, print and digital ad campaigns, and radio spots. I managed communications development for the new MBA-h program offered by The W.A. Franke School of Business; the new Occupational Therapy Doctorate program offered by the College of Health & Human Services; and a comprehensive print brochure for the Vice President of External Affairs. I also contributed communications planning and development to the Campaign for NAU fundraising effort.

I lead the writers and editors on my team in the following areas of responsibility:

- Providing thought leadership in the realms of web content strategy, content monitoring and measurement, and user experience
- Web content strategy development and execution, social media content development and management, and research.
- Facilitating consulting sessions with clients across all university departments to develop strategies for creating, organizing, and maintaining web content.

- Writing and editing web content; ensuring that standards for quality and accuracy were met.
- Managing multiple, complex, integrated projects to meet key milestones within budget.
- Planning and executing digital media marketing programs.
- Developing content for major, strategic, university-wide brand and marketing initiatives.
- Leading external vendors such as marketing services firms, writers, and printers as needed.
- Tracking and measuring the results of all marketing tactics and programs.
- Managing relationships with key university stakeholders.

Gore

Enterprise Communicator, Employer Brand Manager, and Content Manager

June 2007 - August 2012 (5 years 3 months)

Newark, Delaware

Made significant strategic design and content contributions to global corporate communications, web, and employer brand teams. Managed content on gore.com and gore.com/careers. Directed production and implementation of multimedia recruitment campaigns, including 19 videos, which resulted in a significant increase in high-quality candidates; explored new technologies and social media platforms in the recruiting market; measured results. Also served as content consultant for a variety of internal communications projects and several teams, including HR and IT. Led United Way campaign for Gore in 2011, increasing participation by 58%.

Nemours Health & Prevention Services

Web Content Manager

November 2004 - June 2007 (2 years 8 months)

Wilmington, Delaware

Launched and managed web site for the Health & Prevention Services Division of the Nemours Foundation, whose mission is to have a significant impact on the health of children through education and support services. Developed relationships with nonprofits across the state. Planned and participated in many community outreach events to help prevent childhood obesity and promote behavioral wellness, including two statewide conferences, and developed Nemours Excellence Awards to recognize health promotion programs with the most successful outcomes.

Synchrogenix (formerly Writers, Inc.)
Senior Consultant and Project Manager
1992 - 2004 (12 years)
Wilmington, Delaware

Worked with clients at Fortune 500 companies to develop technical marketing communications and corporate communications. Clients included DuPont teams for products like Tyvek®, Clysar®, Surlyn®, Safety Resources, and Teflon®, as well as internally-focused groups such as DuPont Engineering and IT Organizational Effectiveness; Becton Dickinson; Janssen Pharmaceuticals; Centocor; GlaxoSmithKline; and AstraZeneca.

DuPont
3 years

Corporate Communications Consultant
1990 - 1992 (2 years)
Wilmington, Delaware

Writer, editor, and project manager on DuPont's Creative Communications team located at the Quillen Building; moved to Barley Mill Plaza in 1992.

Communications Consultant
1989 - 1990 (1 year)
Wilmington, Delaware

Held a variety of roles working with engineers to develop training materials and other communications for DuPont Imaging Systems.

Premier Systems, Inc.
Technical Writer
1986 - 1989 (3 years)
Wayne, Pennsylvania

Developed user documentation for Trust+Plus, a trust accounting application used by elite financial institutions to manage trust funds for the very wealthy.

DuPont
Technical Writer
1985 - 1986 (1 year)
Glasgow, Delaware

Developed engineering specifications and spare parts documentation for the team developing the Dimension Clinical Analyzer in the DuPont Medical Products/Biomedical Instrumentation division (now owned by Siemens).

Condor Computer Corporation

Technical Writer and Marketer

1983 - 1985 (2 years)

Ann Arbor, Michigan

Tested relational database software on 20+ different platforms; developed marketing and training materials for users; also sold software to educational institutions.

Cengage Learning (formerly Gale Research)

Assistant Editor

1982 - 1983 (1 year)

Detroit, Michigan

Wrote biographical sketches of authors for Gale's "Contemporary Authors" series of reference books, found in more than 5,000 libraries worldwide.

Corresponded with famous authors including Ursula K. Leguin, Marguerite Henry, and Edward Gorey.

Central Michigan University

Graduate Teaching Assistant

1980 - 1981 (1 year)

Mt. Pleasant, Michigan

As part of graduate studies in English Language & Literature, was awarded assistantship to teach two sections of Freshman Composition each semester. Responsibilities included developing syllabi, conducting classes, and grading assignments.

United States Postal Service

Mail Carrier

May 1977 - August 1979 (2 years 4 months)

Farmington Hills, Michigan

Mail carrier for suburban route--summer job throughout college.

Education

Central Michigan University

B.A. and M.A., English Language & Literature · (1976 - 1982)

Bloomfield Hills Andover High School

· (1973 - 1976)