

# KEVIN E. SPETH

## COMMUNICATIONS EXPERT

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### SUMMARY

Communications professional/manager with experience across industries as varied as education, insurance, and toys, plus a published writer of science fiction novels under the pen name Devin K. Smyth

### WORK EXPERIENCE

#### **American Girl – Middleton, WI**

Associate Manager, Copywriting

- Supervised and coached a team of copywriters with annual throughput of more than 500 projects across digital, catalogue, and retail channels, contributing to sales in excess of \$250 million per year
- Coordinated with art directors and graphic designers to ensure verbal and visual cohesion
- Proofed, tested, and monitored projects to verify on-time and on-budget delivery
- Worked with marketing team to develop brand and product strategies, as well as communication objectives
- Assisted with the development of multi-channel social media/PR initiatives, including strategic partnerships with Disney, Universal Studios, and World Wildlife Federation, among others
- Participated on creative-development teams to support launch of initiatives such as feature films, customer-engagement opportunities, and retail store openings
- Researched content initiatives with assistance of historical supervisory groups, editors, and product designers
- Served as backup editor to staff of proofreaders

#### **CUNA Mutual Group – Madison, WI**

Communications Consultant

- Wrote and designed direct-marketing packages for insurance and investment products generating more than \$300 million in annual operating revenue
- Maintained the direct-marketing customer website with more than 1,100 credit unions registering
- Built content for and launched the online MemberCONNECT Resource Center, enabling credit unions to enhance their marketing with access to ads, articles, soft-marketing materials, and more
- For three consecutive years, contributed to \$1 million in cost savings through efficiencies in design and production
- Created and advised on promotions in support of three product lines (Member Marketing, Student Loans, and Operational Forms), featuring 15 product categories that generated more than \$6 million in annual sales
- Launched comprehensive campaign for TEAM marketing program (full-color brochure, news releases, and web announcements) with 10% of all credit unions participating
- Created web newsletter for Operational Forms product line, entitled CUNA Mutual FORuM, that generated more than 350 subscriptions in 12 months

#### **Blackhawk Technical College – Janesville, WI**

Marketing Specialist

- Coordinated and promoted seminars and videoconferences, developed marketing communications, and supported public relations efforts for the recruitment of students and business clients
- Created ads and news releases seen by 40,000 periodical readers; return on investment of more than 25%
- Redesigned The Guide, the college's course catalogue, which resulted in 83% of all students registering through it
- Promoted Lessons in Leadership and The Power of One seminar series through brochures, ads, and news releases, with a response of more than 250 top-level executives attending from the southern-Wisconsin/northern-Illinois area

### EDUCATION

#### **Bachelor of Business Administration Degree in Marketing**

University of Wisconsin – Whitewater

G.P.A.: 3.87/4.00; Summa Cum Laude; Academic Honors every semester