

KEN WELLS

1826 Leatherstem Ln., Kingwood, TX 77345 | 985-789-0577 | Ken@StoryboardHTX.com

SUMMARY

Experienced executive with deep skills in communications, building communities, education issues and advocacy. Strong record for program creation, and public engagement. Brings creativity and a Swiss Army Knife versatility to organizations and projects.

- Strong Written, Verbal and Visual Communications Skills
- Branding and Marketing Strategy
- Strong on Both Strategic Focus and Detail Execution
- Public Relations
- Community Relations
- Project Management

PROFESSIONAL EXPERIENCE

December 2021 – Present

Founder, StoryBoard HTX., Houston TX

- Launched start-up focused on providing Houston nonprofits with the cost-effective communications tools to tell their stories.
- Provides integrated communications written and video strategies and services.
- Leading strategic planning process for newly formed nonprofit.

May 2018 – Present

President/CEO, Cherish Our Children Inc., Houston TX

- Made 3+ year commitment to service leading nonprofit focusing on programs for at-risk children.
- Created unique, impactful educational program for middle school students with a parent in prison.
- Increased annual revenue to highest levels in more than a decade (\$500,000+ projected for 2021).
- Rebranded organization and used media and influencers to raise profile in community.
- Led communications efforts, producing social media posts, videos, brochures, and other media.

Augusts 2013 – June 2020

President, Lifeline Strategies, Houston, Texas

- Founded consulting company specializing in energy industry safety, systems management, and integrated government/media advocacy.
- Designed PR campaign and led government advocacy efforts for startup company.
- Created training classes, safety programs and management systems for oilfield clients.
- Delivered classes as guest lecturer at Dalian Maritime University, China.

April 2011 – August 2013

Director - Special Projects, PEC Safety, Mandeville, LA

- Advised on strategy and created programs that helped position company as a safety leader.
- Created and implemented external communications strategy, including media, live and virtual events, and presentations.

September 2010 – April 2011

Principal, Independent Contractor, Mandeville, LA

- Formed grassroots advocacy campaign impacting commerce from 31 states.
- Executed integrated public, media, and government advocacy campaign.

January 2005 – September 2010

President/CEO, Offshore Marine Service Association, New Orleans, LA

- Managed 260-member national trade association representing maritime/energy service industry.
- Grew membership and re-built financial base from projected deficit to a surplus of \$1.2 million.
- Led successful government advocacy and congressional lobbying efforts.
- Implemented integrated communications strategy, including media, events, and presentations.

May 1993 – December 2004

Vice President - Southern Region, American Waterways Operators, Washington, DC/New Orleans, LA

- Managed largest region for national trade association.
- Increased membership and dues revenue to largest level in organization's history.
- Represented membership in government, media, public and crisis communications.

January 1987 – May 1993

TV Reporter/Anchor, WVUE-TV, New Orleans, LA

- Extensive reporting experience, recognized through numerous awards.

EDUCATION

Master of Business Administration, Southeastern Louisiana University, Louisiana

- 4.0 GPA, Phi Beta Phi and Beta Gamma Sigma honors for academics and leadership.

Bachelor of Arts, The American University, District of Columbia

- Communications Major/Political Science Minor.
- Summa cum Laude, Outstanding Broadcast Journalist.

ACHIEVEMENTS AND PUBLICATIONS

Branding

Storyboard HTX

- Website development.
- Email, blog, and social media campaign strategy/content management.
- Board strategic sessions on communications, governance and effectiveness.

Cherish Our Children Inc.

- Spearheaded name change and branding.
- Led or designed all brochures, op-eds, email marketing or other written communications.
- Led creation of two websites and all videos used to support organization.

VOLUNTEER WORK

- Deliver food to low-income residents, Crowdsource Rescue, Houston, TX
- Church drummer/percussionist, Strawbridge Methodist Church, Kingwood, TX