

**Ken Terrell**  
**205 Talahi Road**  
**Vienna, VA 22180**  
**703-850-2345**  
[kterrellster@gmail.com](mailto:kterrellster@gmail.com)

***Communications consultant:*** Create & edit content, develop media campaigns, design & produce print, online, video material. Specialize in developing strategic messaging for businesses and translating technical subject matter into engaging communications for a general audience. (2010-present)

***Instructor -- Corporate Communications and Journalism, James Madison University, Harrisonburg, Va. (Aug. 2007-Aug. 2009):*** Full-time position. Taught senior seminar in Corporate Communications, Employee Communications (created course), Principles of Advertising, News Writing. Launched a student magazine for department alumni.

**Verizon Corporate Communications: 1995-2006**

***Executive director – Employee Communications*** Developed strategic messages and communications channels for all Verizon employees. Wrote and edited copy and directed staff responsible for internal media, including print, online, video, voice mail and e-mail. (2000-2006)

***Director - Executive Communications:*** Developed and wrote speeches, talking points, and other presentations for internal and external audiences for CEO and corporate officers. (1997-2000)

***Director - Shareowner Communications: (Concurrent with position above)*** Responsible for content, design, and production of Bell Atlantic/Verizon annual and quarterly reports to the company's 1.6 million shareowners. (1996-2000)

***Manager - Media Relations:*** Liaison between media and company subject-matter experts. Wrote and placed articles supporting products, services and company positions on industry issues. Conducted media spokesperson training for executives. (1995-1997)

***Merger Communications (special assignment):*** Point person for internal communications regarding the Bell Atlantic/GTE merger that created Verizon. Created special publications and other channels for merger-related communications. Edited and wrote copy reinforcing key messages.

***Crisis Communications (special assignment):*** Responsible for developing message points and directing internal communications during emergency situations. Created key

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employee messages, directed special video, online and print communications during recovery efforts following Sept. 11 attacks and Hurricane Katrina.

### **Television news, newspapers, magazines**

**Cable TV news:** Field producer, assignment desk editor, writer for national cable network and various cable TV news bureaus covering Capitol Hill, the White House and the federal government for stations across the country

**County editor, reporter:** Covered county government, agencies, school board, local industries, municipalities and other stories for Salisbury Daily Times, a 40,000+ circulation daily on Maryland's Eastern Shore

**Managing editor:** Directed staff of 25 for Maryland Coast Press, a twice-weekly newspaper in Ocean City, Md. Oversaw reporting, advertising and production staffs. Also published feature magazine and weekly entertainment guide

### **Awards/distinctions**

- More than two dozen national and international awards for writing and design in print, video and Web
- **Gold Quill** from IABC for excellence in Employee Communications
- CEO presentation listed in **Top Ten Speeches** of the Year by *Speechwriter's Newsletter*
- Published in *Vital Speeches of the Day*
- Twice voted the **Distinguished Service** award by colleagues for professional skills, leadership and teamwork
- Bell Atlantic annual report named **Best In Class** for summary reports at the International ARC Awards.
- Also included in the AR 100 – **top 100 annual report designs** in the U.S.

### **Education**

*M.A. Journalism and Public Affairs, American University:* Program designed for professional journalists. Students covered Congress and the federal agencies while working for major media organizations. Graduated with distinction.

#### **Executive courses in leadership and business issues:**

- The Wharton School, Aresty Institute of Executive Education
- Executive Education Program, Kogod School of Business, Duke University
- University of Virginia, Darden School of Executive Education