

Contact

btheis@skolmarketing.com

www.linkedin.com/in/bentheis
(LinkedIn)

www.skolmarketing.com
(Company)

Top Skills

Digital Marketing

Marketing Strategy

Lead Generation

Languages

English (Native or Bilingual)

Certifications

Social Media Strategist

Honors-Awards

Minneapolis's 2018 Small
Businessperson of the Year

Publications

Skol Marketing Blog

Ben Theis

Helping Businesses Fill the Marketing Gaps That Cost Them Growth
| CEO of Skol Marketing, Sports Legends USA & Tailgate Spices |
Speaker & Strategist

Minneapolis, Minnesota, United States

Summary

You don't need another buzzword-filled marketer. You need someone who knows what works — and how to execute it.

I'm Ben Theis, founder and CEO of Skol Marketing. After starting my career at Google, I've spent the last decade helping businesses grow through smarter digital strategy and execution.

At Skol, we like to say we're Marketing Gap Fillers — the ones you call when you don't have a full marketing team, don't know what's working, or need someone to bridge the strategy-to-execution gap. We meet businesses where they are and help fill the holes that are costing them leads, traffic, and time.

Whether you're a small business or a mid-size company, we help you:

Get found online through proven SEO, content, and search strategies

Reach the right people with targeted, ROI-focused campaigns

Build a brand presence that drives action — not just impressions

I've also launched and grown multiple ventures like Tailgate Spices and Sports Legends USA, so I understand what it's like to build something from scratch. We bring that same entrepreneurial hustle and clarity to every client.

If your marketing has gaps — in time, talent, or strategy — we fill them.

Let's connect or visit skolmarketing.com to see how we can help.

Experience

Skol Marketing

Chief Executive Officer

October 2012 - Present (12 years 10 months)

Greater Minneapolis-St. Paul Area

Owner - Founder

Digital marketing done right is built on trust and expertise, not buzzwords or broken promises. We build real business relationships and skip the gimmicks so we can get the job done.

CORE SERVICES:

- Optimize online presence (search engine optimization)
- Design and develop custom websites on various platforms including Joomla, Wordpress, SquareSpace and Weebly
- Analyze, enhance and consult on web presence
- Build and implement social media accounts and strategies (Facebook, LinkedIn, Youtube, Google+, and Twitter)
- Build and implement strategic search engine marketing (SEM & PPC) campaigns
- Specialize in optimizing Google accounts (Google Apps, Youtube, Gmail, Google Analytics, Google My Business, etc.)
- Coordinate and present local Skol Marketing workshops and seminar events

Tailgate Spices

Chief Executive Officer

September 2021 - Present (3 years 11 months)

Minnesota, United States

Born from the embers of tailgating at Minnesota Vikings games, the idea came about to create a unique spice collection that could upgrade our tailgating parties.

Tailgate Spices is a local spice company that offers fun named, delicious spices to be used for your next tailgate party (or backyard BBQ, party or that random Tuesday night)!

Offering our premium line of spice blends with fun unique names:

PIGSKIN PORK SEASONING

INTENTIONAL GROUNDED BEEF SEASONING
PERSONAL FOWL CHICKEN SEASONING
SKOL SEASONED SALT
TITLE TOWN SEASONED SALT
SPICE-U-MAH SEASONED SALT
KALE MARY VEGETABLE SEASONING
GET BLITZED BLOODY MARY SPICE BLEND
FAIR CATCH FISH/SEAFOOD SEASONING

Sport Legends USA

Chief Executive Officer

December 2020 - Present (4 years 8 months)

Greater Minneapolis-St. Paul Area

A DIVISION OF SKOL MARKETING

Sports Legends USA partners with former athletes to elevate their legacies and engage with their fan base, from organizing events and appearances to selling exclusive memorabilia and creating captivating content. Connect with your favorite athletes and be a part of their enduring legacy.

Target

Digital Vendor Marketing Reporting Analyst

January 2013 - April 2013 (4 months)

- Compose extensive and comprehensive analytics reports for vendor campaigns
- Work with internal and external partners to improve marketing campaigns on Target.com
- Research newly created metrics and metric dashboards
- Discover methods to improve reporting productivity

Google

Field Marketing Lead, Local Partnership Manager

July 2011 - October 2012 (1 year 4 months)

Twin Cities

- Lead, created and implemented marketing strategies for several Google programs in Minnesota including Google+, Doodle 4 Google, Google Places, Google for Nonprofits, Minnesota Get Your Business Online.
- Managed event logistics including staffing, coordination and presented for 50+ events throughout Minnesota, which reached 2,000 SMBs, resulted in over 500 Google+ Local/Places pages claimed and 300 websites created.

- Staffed and/or was a speaker at 12 national Google events including Get Your Business Online, Google I/O, GoMo, Wisconsin Governor's Small Business Summit, STEP-UP Achieve event.
- Profound knowledge of Google based products including Google+, Google+ Local, Google for Nonprofits, Google Apps, Youtube
- Managed a team of four to develop and grow Google business partnerships within Minnesota, the Midwest, and US.
- Provided technical support to local business partners using Google products including Google Places/Local, Google+, Google Apps, Google for Nonprofits, Google AdWords.
- Lead initial outreach and presence for Google in Minnesota.

360 Sports, Inc.

Assistant Director, Events & Operations Coordinator

September 2010 - July 2011 (11 months)

Eden Prairie, Minnesota

Assistant Director

- Lead communication/marketing outreach strategy and implementation for events
- Assisted in managing day-to-day operations, game-day operations, and event coordination.
- Managed event staff for various events (All American Bowls, Foundation Banquet)
- Lead event recruiting, marketing and creative design for the organization.

Operations and Events Coordinator

- Assisted in coordination of events and logistics
- Designed 360 Sports related publications (game programs, sales pamphlets, flyers)
- Created and implemented a new client contact system and contact database

Walgreens

Certified Pharmacy Technician

March 2008 - October 2010 (2 years 8 months)

Chaska, Minnesota

- Stocking medications, entering medication information and filling prescriptions with pharmacist supervision.
- 2009 Top Minnesota employee for "Prescription Savings Program" sales

Minnesota Vikings Football, LLC

Facilities/Grounds Operations, Game-Day Equipment Operations

July 2006 - March 2008 (1 year 9 months)

Eden Prairie and Minneapolis, Minnesota

- Aided with operations for community and larger business events at Winter Park including NFL Draft, Taste of the NFL, Taste of Eden Prairie, Special Olympics Punt, Pass & Kick Clinic
- Assisted in maintaining practice fields, facilities; and maintenance of University of Mankato practice fields for 2007 training camp.
- Assisted with equipment operations during home games at the HHH Metrodome

Education

Minnesota State University, Mankato

BS, Sports Management (Marketing) · (2009 - 2010)

Normandale Community College

Minnesota Transfer Curriculum (MnTC), General Education · (2007 - 2008)