



WYATT BENSMAN

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SUMMARY

RESULTS-DRIVEN INDIVIDUAL WITH A CONSUMER-CENTRIC APPROACH, SEEKING TO APPLY AND ENHANCE DIGITAL MARKETING EXPERTISE IN A FULL-TIME ROLE. PROVEN TEAM PLAYER FOCUSED ON LEVERAGING COMMUNICATION SKILLS FOR OPTIMAL MARKETING OUTCOMES IN THE DIGITAL LANDSCAPE.

SKILLS

- HTML
- CSS (TAILWIND & BOOTSTRAP)
- JAVASCRIPT
- WORDPRESS
- REACT
- MONGODB
- SOCIAL MEDIA
- COMMUNICATION

EDUCATION

THE OHIO STATE UNIVERSITY // GPA 3.32

BACHELOR OF SCIENCE IN MARKETING

AUGUST 2019 - MAY 2022

UNIVERSITY OF CENTRAL FLORIDA

FULL STACK WEB DEVELOPMENT CERTIFICATION

JUNE 2023 - SEPTEMBER 2023

EXPERIENCE

INNOVO MANAGEMENT, LLC | NASHVILLE, TN

DIGITAL MARKETING INTERN | MAY 2022 - AUGUST 2022

- Directed the creation, management, and publication of content on social media platforms (Instagram, Twitter, TikTok), strategically emphasizing increased brand awareness and audience engagement.
- Facilitated seamless communication among team members and clients using Basecamp and email, leading to the successful development and implementation of a social media calendar.
- Conducted research to boost engagement strategies for Innovo Management and clients, implementing data-driven insights for measurable improvements.

NETKITCHEN | SAN FRANCISCO, CA

DIGITAL MARKETING SPECIALIST | SEPTEMBER 2023 - PRESENT

- Collaborated on the design and creation of professional websites using WordPress, ensuring a user-friendly interface and responsive design that aligned with brand aesthetics.
- Led the design, testing, and successful deployment of targeted email campaigns via Constant Contact, resulting in improved open rates and engagement metrics.
- Proactively managed regular updates and conducted strategic optimizations on websites, enhancing the user experience, boosting SEO performance, and elevating lead generation capabilities for heightened conversion rates.

INVOLVEMENT

OHIO STATE SKI CLUB | COLUMBUS, OH

PRESIDENT | JANUARY 2018 - MAY 2022

- Organized, promoted, and executed three successful out-of-state winter trips, catering to over 350 students.
- Collaborated with club members, other university ski clubs, and mountain resort associates to foster a cohesive and mutually beneficial network.
- Supported initiatives to encourage and sustain active engagement among club members, contributing to a vibrant community experience.
- Managed and updated social media platforms using digital marketing and strategic planning.