

BENJAMIN A. BROWN

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(518) 683-1602

CORE QUALIFICATIONS

- Creative, detail-oriented self-starter with demonstrated success identifying and solving challenging problems
- Excellent communicator able to bridge cross-functional teams to drive long-term strategic progress
- Customer service and data analytics expert proven to achieve outstanding user engagement and satisfaction
- Empathetic designer and brand ambassador, highly proficient in Adobe Creative Suite and, HTML, and CSS

MINTZ LEVIN

Boston, MA

Digital Marketing Technology Specialist

2016 – Present

- Design and manage microsites/email marketing campaigns reaching 60,000+ monthly users
- Analyzed and presented the firm's first in-depth email marketing analysis spanning 900,000 delivered messages
- Implemented subscription, CRM, & scheduling processes along with data-driven UX improvements

CORINTHIAN EVENTS

Boston, MA

Production and Technology Manager

2012 – 2016

- Established event technology as a new business service, generating \$1 million in gross revenue over 4 years
- Managed 100+ technology projects throughout pipeline for high-profile clients such as VCE, WPI, Partners Health
- Developed and delivered 500 mobile responsive emails and 90 websites reaching over 500,000 users
- Led company and client marketing initiatives including website redesign, SEO, content creation, and social media
- Managed hundreds of sensitive databases and leveraged data analytics to achieve conversion & engagement growth
- In-house graphic designer and photographer; created 300+ materials for brands including Keurig, Vertex, and BCG
- Identified user needs, created mock-ups and story boards, administered testing and review process
- Sourced technology vendors and led cross-functional teams to customize user experience and integrate software
- Produced events, managed inventory, directed vendors/staff, supported RFP's, pitches, research, and budgets
- Continually recognized for exemplary client and user satisfaction by surveys, retrospectives, and referrals

ARTAWAKE

Rochester, NY

President and Creative Director

2009 – 2011

- Spearheaded a new vision, structure, and marketing plan to revitalize the organization
- Reversed \$10,000 pre-existing debt through 40% festival growth, efficiencies, and over 30 sponsorships
- Managed 12-person executive board and coordinated community leaders, media, and 150 artists/musicians

ENTREPRENEURSHIP & EMPOWERMENT in SOUTH AFRICA

Stellenbosch, South Africa

Business Consultant to Disadvantaged Entrepreneurs (4.0 GPA)

2010

Consulting program offered by Stellenbosch University & Whitman School of Management, Syracuse University

- Consulted two disadvantaged entrepreneurs in South African townships to assist business goals
- Developed extensive deliverables for Operations, Marketing, Sales, Human Resources, Accounting, and Finance

UNIVERSITY OF ROCHESTER

Rochester, NY

Entrepreneurship, Bachelor of the Arts (3.77 GPA)

2007 - 2011

Self-created interdisciplinary business degree, with Minors in International Relations and Music

- Business development coursework including business management, market research, economics, and sociology
- Consulted Rochester Roots to refine its mission, operations, and marketing during a period of critical change

TECHNICAL PROFICIENCY: CSS • HTML • Javascript • Git • Google Analytics • Microsoft Office: Excel, PowerPoint, Word, Outlook • Adobe Creative Suite: Photoshop, Illustrator, Lightroom, Dreamweaver, InDesign • Microsoft Dynamics • Filemaker • Quickbase • Cvent • Trello • Squarespace • Wordpress • Constant Contact • MailChimp • Survey Monkey • Qualtrics