

BENJAMIN A. BROWN

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(518) 683-1602

www.benjaminallenbrown.com

Dear Hiring Professional,

I offer five years demonstrated success managing technology projects through the pipeline for high-profile clients. I excel solving ambiguous problems and leading cross-functional teams to drive strategic success – to spec, on time, and under budget. Colleagues and clients look to me to synthesize and articulate complex business, user, and technical needs.

I deliver exceptional digital experiences; my expertise includes design, web development, and data analysis. Please view my portfolio here: www.benjaminallenbrown.com

Four highlights:

- Established event technology as a new business service for Corinthian Events, leading over 100 projects for 50 clients and generating \$1 million in gross revenue over four years.
- Leveraged data metrics for WPI to increase email click-through by 15%, achieve an 85% first-year mobile app acquisition, and drive a 75% attendee growth from 6,000 to 10,500 guests.
- Designed, coded, and delivered over 1,000 emails and 150 websites/microsites reaching 1,000,000+ users for brands such as VCE, Biogen, Mintz Levin, and Keurig.
- Conducted Mintz Levin's first-ever statistical analysis of the firm's 900,000 email deliveries. Uncovered engagement trends and implemented significant design & process improvements.

I am passionate about strategic growth: I graduated with a BA in Entrepreneurship from the University of Rochester, revitalized an urban arts organization called ArtAwake, and consulted disadvantaged entrepreneurs in South African townships.

Could we set up an introductory call?

Warm Regards,
Ben

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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
- Data analytics and customer service expert proven to achieve outstanding user engagement and satisfaction
- User experience designer highly proficient in Adobe Creative Suite, HTML, CSS, and Javascript

MINTZ LEVIN

Boston, MA

Digital Marketing Technology

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 • Photography