

Benjamin M. Perlmutter

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PROFESSIONAL EXPERIENCE

Mavatar Technologies

Remote

Market Development Lead

Mar 2019 – Jan 2020

- Prospect, interface, create documentation, and follow up with leads throughout the entire sales cycle
- Develop relationships with partners and collaborate with them to create impact for organizations' mutual benefit
- Direct the creation of all content for Mavatar, including renovating multiple websites, writing an eBook, and continuation of all responsibilities from previous Technical Writer position
- Managed 2 interns and oversee various projects with freelancers and independent contractors that work with Mavatar

Technical Writer

Jul 2018 – Mar 2019

- Collaborate with the CEO to research, develop, and write articles for publication in national media and Mavatar's Medium page
- Create digital written content to find and convert prospective customers for Sales and Operations projects
- Lead the development of strategic email campaigns in collaboration with CEO, Sales, and Operations

PerlWrite

Remote

Founder and Chief Content Creator

Dec 2017 - Present

- Create and publish digital written content, including email updates, webpages, blog posts, press releases, and product descriptions
- Prospect and convert clients to use and expand their use of PerlWrite services via email pitches, calls, and personal networking
- Wrote and researched over 50 blog posts and articles for startups, including Mavatar, QuantumListing, Fract, and StackSource
- Perform SEO research and use SEO best practices to optimize writing for digital exposure
- Managed the digital presence of non-profit Empower Through Health (ETH), including email updates, social media, and website
- Designed and coordinated digital fundraising campaign for ETH that raised over \$14,000 to support health center in rural Uganda

International Education

International Locations

Instructor

May 2016 - Sept 2018

- **Center of Interamerican Studies** in Cuenca, Ecuador (Apr - Sept 2018): Taught English to Ecuadorian students
- **Seoul Language Institute** in Seoul, South Korea (Apr - Sept 2018): Taught TOEFL, SAT and intermediate writing to high-achieving Korean students preparing for American universities
- Received a Certificate in English Language Teaching to Adults (CELTA) in Ecuador, obtained the second-highest possible grade

Further Work Experience: Research and Operations Intern at The Carter Center and Intern for Congressman Tim Bishop's Office

EDUCATION

Emory University, College of Arts and Sciences

Atlanta, GA

Bachelor of Arts, Mathematics and Political Science, GPA: 3.87/4.0

May 2016

Notable Fellowships and Honors: Undergraduate Fellow at the Interdisciplinary Exploration and Scholarship (IDEAS) Fellowship, Undergraduate Fellow at the Center for the Study of Law, Politics and Economics (CSLPE), Pi Sigma Alpha Honor Society

ADDITIONAL EXPERIENCE

International Backpacking, Volunteer Work, and Studies

Asia and the Americas

Traveler, Volunteer, and Student

Aug 2016 - May 2017, Sept - Oct 2017, Jan – Feb 2018

- Traveled to 16 countries in Asia, Central America, and South America
- Volunteered at a sustainable rural development non-profit in Nepal for a month, taught English to low-income Vietnamese youth for three weeks, and studied Spanish at language institutes in Guatemala and Honduras for 7 weeks, among other experiences

The Emory Globe

Atlanta, GA

Editor-in-Chief

Aug 2015 – Mar 2016

- Led the organization's publication, digital presence, marketing, and editorial process
- Relaunched the branding of the Globe with name change, organizational overhaul, and website redesign
- Formerly Publications Editor from Aug 2014 to May 2015, Staff Writer Feb 2014 to May 2014

Further Experience: Senior Staff Writer at the Emory Wheel and Representative on Emory University Media Council

ADDITIONAL INFORMATION

Languages: Spanish (professional working proficiency), Korean (elementary), Latin (intermediate)

Technical Skills: Proficiency in HTML & CSS, Wordpress, Shopify, G Suite, MS Office, Sendgrid, MailChimp, Wix, InDesign, and other digital content publishing platforms