

BENJAMIN KITCHEN

benjaminadamk@gmail.com · (937) 430-9635

OBJECTIVE

Seeking a position where demonstrated social media marketing, writing and creative skills can be used to contribute to the successful and profitable operation of the company

HIGHLIGHTS OF EXPERIENCE

- Assisted social media teams in creating monthly content calendars and analytic reports
- Curated Facebook, Google+, Instagram, Pinterest, Twitter and Tumblr pages with as many as 1 million likes ("RuPaul's Drag Race"), increasing Facebook followings by as much as 250% (University of Cincinnati Lesbian, Gay, Bisexual, Transgender & Queer Center)
- Designed original promotional materials and social content using Adobe Photoshop
- Managed calendar of upcoming events for 50 partner organizations and Enjoy the Arts
- Produced and distributed a weekly e-newsletter to over 9,000 recipients
- Wrote press releases and media alerts and updated media lists to maintain newsworthiness
- Contributed features, web articles and weekly staff picks to alternative news weekly CityBeat, Buzzfeed and NewNowNext.com

WORK HISTORY

2060 Digital , Cincinnati, OH <i>Social Media Intern</i>	<i>May – Aug. 2014</i>
CityBeat , Cincinnati, OH <i>Editorial Intern</i>	<i>May – Aug. 2014</i>
Viacom , New York, NY <i>Logo TV Digital Marketing Intern</i>	<i>Jan. – April 2014</i>
University of Cincinnati LGBTQ Center , Cincinnati, OH <i>Social Media Student Worker</i>	<i>Oct. 2011 – Dec. 2013</i>
Enjoy the Arts , Cincinnati, OH <i>Marketing & Development Intern</i>	<i>Jan. 2013 – April 2013</i>

EDUCATION

University of Cincinnati , Cincinnati, OH <i>BFA in Electronic Media w/ minors in Spanish & Journalism</i> UC Alliance – Secretary, Racial Awareness Program, The News Record – Reporter, BearCast, Colors of Pride	<i>Expected Dec. 2014</i>
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SKILLS

- Fluent in English and conversational in Spanish
- Well-versed in Adobe Photoshop, Mac OS X and Microsoft Office and familiar with basic HTML/CSS, Celtx, Dreamweaver and Final Cut Pro
- Proficient with social media and digital marketing tools Constant Contact, Facebook (incl. Insights), Hootsuite, Hubspot, Instagram, Google+, Offerpop, Pinterest, Twitter (incl. Analytics)

REFERENCES

- **J.R. Tungol**, *Logo TV Social Content Coordinator at Viacom*
E-mail: jr.tungol@viacommix.com
Work phone: (212) 654-3933
- **Leisan Smith**, *Program Director at University of Cincinnati LGBTQ Center*
E-mail: smiln@ucmail.uc.edu
Work phone: (513) 556-6261
- **Jennifer Foster**, *Business Analyst at Deloitte Consulting (formerly managed Enjoy the Arts)*
Mobile phone: (513) 476-8847