

Alicia M. Benjamin

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If this résumé could high five you, it totally would.

Hi, I'm Alicia. I believe everyone on the team should leave handprints on trophies, sharing the wins equally.

Why I'm Rally's Customer Advocacy Marketing Manager: I am an ambitious, multi-faceted digital marketer with over 10 years experience in business-to-human interaction, in which the most important thing is knowing your customer. Also, I have experience with community management, branding, copywriting, editing, digital and email marketing, PR, social media, creative campaigns, events, and project management. I am a community connector, marketing strategist, problem solver, fast learner, and creative writer with [a variety of writing backgrounds](#). I'm entrepreneurial and understand agile working environments, having worked with agile tech startups before.

What you see online, and how I positively built a Facebook community of over [98,000 RUNspiration fans](#) (through sharing motivation + inspiration) is what you'll see offline too.

Queue the highlights reel!

- At HealthTeacher, I devised and executed an integrated outreach strategy to increase site traffic and app downloads of [Awesome Upstander!](#), the first anti-bullying mobile game for kids, through a variety of tactics: Twitter promoted tweets, local school play events that got broadcast media coverage, mom blogger outreach, Free App Friday promotions, and a targeted email to over 45,000 teachers. During October (National Bullying Prevention Month) when these tactics were deployed, site traffic doubled and app downloads increased 133%.
- At HealthTeacher, I devised their first Content Marketing Strategy and Editorial Plan to leverage hospital partnerships, high-profile advisors and in-house subject matter experts to meet the business sales goals for both teacher acquisition and B2B lead generation through a variety of content avenues, including videos, a new blog, shareable social media images, sales landing pages in conjunction with events, white papers and case studies.
- As the first non-tech hire at MeYou Health in 2010, I helped lay the foundation for the content process that would enable MeYou Health to develop [Daily Challenge](#), a social well-being product that reached over 300,000 users in under 2 years. I helped define the product from a UX perspective. I led the marketing and PR initiatives leading up to and after the product launch in September 2010.
- In under three years at MeYou Health, I took their Facebook fan count from under 100 fans to over 34,600. More so, I focused on increasing engagement and brand ambassadorship of Daily Challenge, as well as acquisition through social media. I took their Twitter presence from near zero to over 5,000 fans. I launched the blog and managed its content calendar, content development process, and a bevy of freelance writers to create share-worthy articles that garnered more product sign-ups.
- As a copywriter for [GoAhead Tours](#), I conceptualized and wrote the best-performing One Day Sale email sale the company had seen to date, with 300 books in a single day. With the average tour costing \$3,000, that was a projected one-day revenue of \$900,000.

I'm creative + strategic. I chase down goals and believe in deadlines. I am definitely a doer. I'm process-focused with experience in both product and project management. I enjoy working with and learning from cross-functional teams. I subscribe to the agile way of thinking: build, measure, learn. I have experience with a wide-range of software and personality types. I'm responsive, responsible and always curious to learn from people smarter than me.

I am not looking for a new job; rather, I am looking for a unique career opportunity to really make a difference. If you welcome me to join your team -- and I enthusiastically hope you do! -- I will walk in the door with a vibrant toolkit, an endless supply of businesses-minded ideas, and a focus on execution to ensure immediate and future success.

Respectfully,
Alicia M. Benjamin

Alicia M. Benjamin

Vision - chart a course for the future
Creativity - dare to be different

Teamwork - work together, win together
Determination - be extraordinary, every day

I will bring these four attributes to your company to achieve immediate and future results.

Marketing + Communications Experience

Owner, Content Marketing & Social Media Agency

izebox LLC, content media, freelance & consulting

3/2007-present

run-inspired.com

I am the creator of izebox, limited-edition kits to help inspire and motivate women athletes, while introducing them to brands that care about women's well-being. I also share inspiring running stories online and send out a weekly RUNspiration motivation emails.

In conjunction with izebox, I offer my services on a consulting basis:

- + Product development & marketing strategy
- + Content marketing, email marketing, blogging
- + Writing, editing, proofreading
- + Social media strategy, campaign creation, execution
- + Event strategy, booth coordination, booth collateral project management
- + Ambassador programs, blogger outreach campaigns, social media campaigns

Director of Interactive Media & Communications

HealthTeacher + GoNoodle, Nashville

7/2012-7/2013

gonoodle.com

- + Organized a series of in-classroom play events for media coverage, working with business stakeholders and hospital partners to showcase their involvement
- + Developed and executed the B2C marketing content strategy, including the launch of a new blog with an Editorial Calendar, industry white papers, product usage stories, and direct-to-teacher print pieces
- + Served as project manager and art director on all video projects
- + Served as the lead working with the company's public relations consultant
- + Hired and managed freelance writers for short-term to long-term needs
- + Wrote copy for acquisition email campaigns; managed campaigns and reported on metrics
- + Educated colleagues on how to leverage social media in their roles

Social Media Manager

MeYou Health, Boston

3/2010-7/2012

meyouhealth.com

Being the first non-tech hire was a big deal. I joined a small team of seven to build the online community.

- + Managed all social media tactics and strategy
- + Wrote and formatted blog posts and other content
- + Wrote and edited the bulk of online and product content
- + Organized in-office events and secured speaking engagements at industry events
- + Provided A/B testing for conversion landing pages and email content
- + Assisted in UX decisions in terms of social reach and ease-of-use
- + Managed all social media channels for MeYou Health and their products

- + Managed blogger outreach campaigns & blogger relationships
- + Managed social initiatives to support acquisition and increase partnerships
- + Answered all support and member emails/questions in a timely manner
- + Attended relevant events, like health bloggers conferences
- + Leveraged existing platforms and channels to spread brand awareness and meet core business goals
- + Wrote blog content and manage the blog content calendar
- + Managed freelance writers for the blog
- + Reported monthly on social media metrics

Co-Founder, Chief Marketing Officer

RedPint, Boston

2009-2011

untappd.com

- + Created RedPint, the first beer check-in app, with one goal in mind: make it easier to find great craft beer wherever you go and, at the same time, connect with other beer fans
- + Vetted the concept by creating Boston's very first craft beer Meetup, in which I organized twice monthly events for nearly 450 members
- + Released RedPint's iPhone app in 2010 to become one of the first companies to create a native app that let you check in to what you're drinking, whom you're drinking with, and where you were drinking -- while being able to rate the beers, share photos, and keep a log of the beers you drank
- + Worked with breweries on outreach programs so we could better understand market needs so we could develop business tools for breweries and locations
- + Managed the growing RedPint community on Facebook and Twitter
- + Attended various events, including Tech Stars for a Day, to raise awareness of what we were trying to achieve with RedPint
- + Secured speaking engagements for co-founder
- + Got acquired by Untappd in June 2011

Marketing Copywriter

Go Ahead Tours, Boston

5/2009 - 3/2010

goaheadtours.com

- + Wrote compelling direct marketing pieces that achieved acquisition and retention marketing objectives
- + Launched the blog and created all copy elements for it
- + Managed the Twitter account with goal to scale followers
- + Pro-actively contributed marketing concepts and creative initiatives for all aspects of the acquisition cycles, from mailers to special promotions
- + Developed attention-grabbing advertising copy for print ads, radio, web & email
- + Provided A/B testing for email content, including image mapping
- + Managed the re-branding of copy elements for pre-reservation, pre-trip, customer service communications including letters and email

Senior Marketing Copywriter

Desert Schools Federal Credit Union, Phoenix

9/2006 - 2/2009

desertschools.org

- + Wrote and edited copy for multimedia: Web, TV, radio, print, displays
- + Wrote and edited project proposals, creative briefs and internal communications
- + Collaborated with internal stakeholders to ensure content accuracy
- + Worked closely with research to identify target demographics
- + Established the brand voice for the organization
- + Served as creative lead to conceptualize campaigns and promotions
- + Art directed visual execution of ideas, from concept to launch

- + Served as project lead to manage deliverables and timelines
- + Led team brainstorms, marketing strategy and business development meetings
- + Presented concepts and proposals to upper management
- + Presented cost-saving proposals, new tactical ideas and promotional strategies to VP of Marketing
- + Launched and built custom photo library by taking photos of desert lifestyle

Marketing Manager

Limelight Networks, Phoenix

3/2006-9/2006

limelightnetworks.com

- + Wrote and edited copy for web and print: magazine ads, case studies, sales collateral, trade show flyers and white papers
- + Managed print production schedule and collateral inventory
- + Provided design concepts for print ads and trade show layouts
- + Worked with outside creative team to execute print design and trade show videos
- + Implemented trade show organization procedures and policies
- + Quadrupled annual trade show participation in US (one event to four)
- + Tripled annual trade show participation in UK (one event to three)
- + Initiated marketing endeavors in Asia-Pacific
- + Increased sponsorship involvement in US markets
- + Managed sales team requests for collateral and event attendance

Marketing & Communications Director

Oklahoma City Metropolitan Association of REALTORS®

8/2003-2/2006

okcmar.org

- + Organized company events: international conferences, golf tournaments, inaugural banquets, monthly luncheons, educational and fundraising events
- + Managed a team at local and national trade shows
- + Oversaw volunteer committees and regular meetings, agendas and events
- + Wrote and edited copy for multimedia: magazine ads, trade show flyers, presentations, videos, radio, Web sites, newsletters and email blasts
- + Wrote weekly and monthly communication updates to Board of Directors
- + Wrote annual marketing and communication plans
- + Identified strategies for member retention and acquisition
- + Managed budgets for events and marketing collateral
- + Oversaw print production schedule and collateral inventory
- + Managed multiple website updates and content changes

Talents + Skills

- + Generates ideas for new initiatives and campaigns
- + Prioritizes and manages a large number of projects at any given time
- + Excels at individual and team brainstorming and problem solving
- + Collaborates on a team and leads discussions effectively
- + Brings energy, a positive attitude and can-do work ethic to a team
- + Communicates well with colleagues, executives and clients
- + Participates actively in online social networks and communities

The Education Story

B.A. in English/Creative Writing

Oklahoma State University, Major G.P.A. of 3.6

References available upon request. // Endorsements viewable on LinkedIn. >> [linkedin.com/in/abenjamin](https://www.linkedin.com/in/abenjamin)