

Ben Swofford

I use storytelling + user-focused design strategies to optimize online experiences. These efforts build brands, grow audiences, engage customers + drive sales.

📧 benswofford.com | ben.swofford@gmail.com | 513-280-1316

EDUCATION

Jefferson University

2019 | Philadelphia, PA

MS in User Experience +
Interaction Design

Miami University

2013 | Oxford, Ohio

BA in Architecture
Honors Program

Åbo Akademi

2012 | Turku, Finland

Exchange student

PROGRAMS + SKILLS

Coding

HTML, CSS, Bootstrap

Graphics + Video

Photoshop, Illustrator,
InDesign, Premiere Pro,
Final Cut Pro

SEO

Screaming Frog, FileZilla,
Google Analytics, Tag
Manager, Optimize

Social

Sprout Social, Buffer

UX + UI

Axure, Sketch

CERTIFICATIONS

Google Analytics

Yext Certified Professional

RELATED EXPERIENCE

SEO Associate, FourFront

2016–present | Philadelphia, PA

Create + optimize valuable content for users at each stage of the decision journey, from interest through familiarity + conversion.

Implement search engine optimization strategies to increase visibility + drive business results through client websites.

Freelance Copywriter, dooley media

2016–present | Remote

Write thought leadership articles + newsletter/blog content.

Content Marketing Coordinator, Powers Agency

2015–2016 | Cincinnati, OH

Created + coordinated content strategies that grew social media communities + drove engagement, web traffic + conversions.

Led monthly trainings + webinars on social media marketing.

Social Media Specialist, Home Helpers Home Care

2014–2015 | Cincinnati, OH

Cultivated brand voice while growing national social media pages.

Created a social media manual to guide local franchisee efforts.

Web + Multimedia Manager, Miami University

2014 | Oxford, OH

Created + optimized content for College of Creative Arts website.

Co-Producer, Super Troop Entertainment

2013–2014 | Los Angeles, CA

Successfully crowdfunded an independent feature film.

President + PR Chair, Miami University Rowing Club

2011–2013 | Oxford, OH

Established the Randolph Wadsworth Endowment Fund.

Created a new website, social media strategy + promotional video.