

Benjamin J. Lemoing

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Education

University of Western Ontario

2018 - 2022

- Bachelor of Management and Organizational Studies: Honours Double Major in Consumer Behaviour and Popular Music Studies
- UWO Gold Medal recipient for highest graduating average in Popular Music Studies

Technical Skills and Certifications

- **Software:** MS Word, PowerPoint, Excel; Google Workspace; Adobe Photoshop, Premiere Pro, InDesign; Final Cut Pro; Logic Pro X
- **Certifications:** Hootsuite Social Marketing Certificate, Google Analytics Certificate
- **Social Media Advertising:** Facebook, Instagram, Twitter, TikTok, Pinterest

Selected Projects

Lead Researcher - Marketing Research Proposal

2022

- Authored an experimental consumer research proposal exploring the effects of Background musical congruence in TV ads
- Enabled advertisers with further understanding of music-ad congruence by splitting results across product classes and age groups

Project Manager - Dugout Vintage IMC Plan

2021

- Designed an integrated marketing communications plan for a local designer thrift store
- Analyzed a collection of marketing strategies available to the store with team and presented recommendations

Marketing Consultant - Horsepower Consultancy

2021

- Provided marketing advice to a local restaurant in post-lockdown business recovery
- Liaised with team members to deliver tailored strategic implementation tactics

Creative Director - SocialQ

2020

- Conceptualized a mobile application for creating collaborative music playlists and worked with a team to create a comprehensive digital marketing plan

Professional Experience

Founder - Ben Lemoing Music

2014 - Present

- Promote and manage two musical acts under an independent label
- Oversaw the release of 5 albums and 1 EP to date

Line/Prep Cook - Earls Kitchen + Bar

2019, 2021

- Operated multiple food stations in a fast-paced, high-pressure environment
- Minimized bill times while maintaining a high standard of service

Team Member - National Music Centre

2018

- Provided customer service, guest orientation, and events setup/teardown at the National Music Centre
- Facilitated patron satisfaction and retention while ensuring efficient event operations