



602.741.0314 | ben@ben-grossman.com | www.ben-grossman.com

Marketing strategist focused in digital, social and emerging media with successful track record delivering strategic services. Experience hiring, developing and supervising a team, while being accountable for P&Ls. Background in agency and client consulting; founding agency practice areas; and acting as an agent of change within marketing organizations. Expert presenter with extreme attention to detail, entrepreneurial spirit and passion for business.

PROFESSIONAL EXPERIENCE

Jack Morton Worldwide | Digital Strategist **11/2011-Present**

- Developing strategies to create brand experiences at the intersection of consumers and technology to drive business results for clients including Subway, Intel, Oracle, Eaton Corporation, Keurig and Arbella Insurance.
- Significant contributor to agency's global strategic priorities, thought leadership and new business efforts.

Oxford Communications | Communications Strategist, Management Team **5/2009-11/2011**

- Founded and built thriving Communications Strategy practice (social, mobile, digital and search media) from the ground up, with ongoing responsibility for departmental P&Ls and growth.
- Led new business efforts that yielded significant revenue for the agency from both national and international accounts including Bombardier Inc., Audiovox Corporation and Villa Enterprise Management.
- Drove progressive strategic planning across full roster of clients, including Brother International, Prime Outlets, Quick Chek, Hollywood Tans and Drexel University.
- Agency's public voice and thought leader through media and industry speaking events.

BiGMark | Chief Strategist **9/2008-2/2010**

- Collaborated with advertising agencies, including Refine+Focus and Espresso, as a digital and social media consultant to deliver services to clients and train agency staff on industry best practices and benchmarking.
- Worked directly with brands to develop integrated marketing solutions focused on digital and social media.

Street Attack | Strategy and Social Media Consultant **5/2008-1/2009**

- Managed influencer programs, ambassador initiatives, word-of-mouth campaigns, social bookmarking services and UX consulting for clients including Mashable, GlobalPost, IzzitGreen and InternetIsFun.
- Consulted with president and online marketing manager during the expansion of agency's social media capabilities and thought leadership profile, contributing to new business efforts and current clients.

The Plenary Group | Consultant and Graphic Designer **6/2005-9/2008**

- Launched and ran a marketing consultancy and creative agency targeted to small businesses.
- Delivered services including identity development, packaging design, print production and web upkeep.

THOUGHT LEADERSHIP

Speak nationally at conferences and industry events on topics including shifting consumer behavior, marketing strategy and social media. Recent events include the Consumer Electronics Show, Microsoft BizSpark, New Marketing Summit, Coldwell Banker and PodCamp.

EDUCATION

Emerson College | GPA: 4.0 | Summa Cum Laude
B.S. Marketing: Advertising and Public Relations
Honors Program, Dean's List, Gold Key Honor Society, Who's Who Among Students

Internships: Arnold Worldwide, Carat Fusion, The Rendon Group and McMahan & Tate

SKILLS

- Superior writing and editing skills; expert presentation developer/designer; background in graphic design.
- Experience with tools including (but not limited to): web analytics, PPC management, SEM management, social media monitoring and analysis, social media publishing, secondary research, statistical analysis.
- Computer (Mac & Windows): Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Dreamweaver); Microsoft Office (Word, PowerPoint, Excel); iWork (Keynote, Pages, Numbers); iLife (iMovie, iWeb, iPhoto).

RECENT RECOGNITION

NJ Ad Club's Jersey Awards:

- 1st Place, Social Media Program Campaign | 2010
- 2nd Place, Social Media Program | 2010
- 1st Place, Social Media Program | 2009
- 1st Place, Incentive Program or Contest | 2009

ENRICHMENT: SPECIALTY PROGRAMS

Option® Portfolio School

Creative Concepting: Copywriting & Art Direction

Massachusetts College of Art and Design

Web Design and Flash Animation

Parsons The New School for Design

Industrial Design

The School of the Art Institute of Chicago

Graphic Design