

[MARKETING EXPERIENCE]

- Oxford Communications** | *Interactive Strategist* 5/2009-Present
- Founded and developed agency's social communications practice (social media, mobile marketing and emerging technologies).
 - Collaborating with and educating agency executives and key account staff in order to drive innovation and best practices.
 - Purifying agency brand and culture in order to establish improved new business and client presentation paradigm.
 - Engaging in campaign planning process and meetings for Brother Intl., Hollywood Tans, Prime Outlets and Quick Chek.
- Professional Speaking Engagements** | *Speaker* 9/2007-Present
- Recent Events: Consumer Electronics Show, Microsoft, New Marketing Summit, PodCamp, Ignite, Social Media Breakfast.
 - Delivered presentations and hosted panels regarding topics including branding, social media, the millennial demographic and digital lifestyle before 1000+ industry professionals in fields ranging from advertising to emerging technology.
- BiGMaRK** | *Chief Strategist and Co-founder* 9/2008-2/2010
- Collaborated with advertising agencies, such as *Refine+Focus* and *Espresso*, as new marketing and social media expert.
 - Worked with businesses to develop integrated marketing communications solutions focused on digital marketing strategy.
- McMahon & Tate** | *Account Executive and Strategist (cross-departmental)* 9/2007-12/2009
 AOL, The Century Council, and State Farm Insurance: *American Advertising Federation NSAC*
- Supervised the formation of integrated marketing communications campaigns for AOL Social Media (\$25 million budget), social marketing, anti-binge drinking (\$10 million budget) and State Farm Insurance (\$40 million budget).
 - Headed strategy and brand planning with an emphasis on innovation and non-traditional advertising to reach 18-25 year olds.
 - Pitched *AIM. Connect. Engage.* and the *Other Side of WASTED* campaigns to 800+ industry representatives, top agency executives and top client-side marketers as a member of the presentation team.
 - Designed, prepared and presented spec creative, agency leave-behinds and Keynote pitch presentations under strict deadlines.
- Street Attack** | *Strategy and Social Media Consultant* 5/2008-1/2009
- Instrumental in campaign strategy development, social media strategy development, and managing execution of campaigns for clients, including GlobalPost, Mashable, InternetIsFun and IzzitGreen.
 - Consult with the president and staff in expansion of agency's social media capabilities, thought leadership and growth.
- Arnold Worldwide** | *Account Management Intern | Carnival Cruise Lines* 1/2009-4/2009
- Managed and monitored ongoing competitive research in order to contribute insight and perspective in account meetings.
 - Immersed in preparing content and research that was relied upon by creative staff and featured in digital and print collateral.
- Carat** | *Account Management and Strategy Intern* 9/2008-12/2008
- Spearheaded the execution of a groundbreaking, untraditional facet of a new business pitch for a national consumer brand.
 - Conducted continuous competitive, opportunity and trend analyses for Wachovia, Reebok, D&B and new business prospects.
- The Plenary Group** | *Consultant and Creative Officer* 6/2005-9/2008
- Launched an entrepreneurial marketing consultancy and creative agency, specializing in non-traditional research, social media and brand strategy, and developed loyal clientele and partnerships with marketing agencies.
 - Clients included: Travel Hounds USA (national retailer); Connie Roberts Real Estate; and Herman, Goldstein, and Forsyth P.C.
- The Rendon Group** | *Public Relations, Marketing, and Media Production Intern* 10/2007-5/2008
- Served as the In-House Graphic Artist, composed emcee keynote remarks for The New England Shelter for Homeless Veterans and generated media/supporter research for The 2008 Democratic National Convention.

[EDUCATION]

- Emerson College** | GPA: 4.0 | Suma Cum Laude | *Dean's List, Gold Key Honor Society, Who's Who Among Students* 12/2009
 B.S. Marketing Communication: Advertising and Public Relations | Honors Program | Suma Cum Laude
- Option® Portfolio School** | Creative Concepting: Copywriting & Art Direction 12/2008

[SELECTED RECOGNITION]

- **Outstanding Writing for Marketing**, The EVVY Awards, 2009
- **Outstanding Design and Layout of a Marketing Campaign**, The EVVY Awards, 2009
- **2nd Place, District 1 National Student Advertising Competition**, American Advertising Federation, 2009
- **D1 Champion | National 5th Place, National Student Advertising Competition**, American Advertising Federation, 2008
- **The President's Award: Most Creative Presentation and Concept**, American Marketing Association, 2008
- **Outstanding Integrated Marketing Campaign**, The EVVY Awards, 2008

[SKILLS]

- Superior writing skills; accomplished public speaker and presentation developer and designer; background in graphic design.
- Computer (Mac & Windows): Adobe CS3 (Photoshop, Illustrator, InDesign, Flash, and Dreamweaver), Microsoft Office Suite (Word, PowerPoint, and Excel), iWork (Keynote, Pages, Numbers) and iLife (iMovie, iDVD, iWeb).

To view recommendations and additional credentials, visit www.ben-grossman.com/linkedin