

BENJAMIN CUMMINGS

Marketing & Multi-Media Specialist
bdcummings15@gmail.com :: 248-622-0816

SUMMARY

- Marketing and multi-media specialist with proven experience in traditional, digital and social media.
- Support clients across a range of industries, developing multi-faceted strategies that increase revenue, retention and brand awareness.
- Focused on results using a diverse set of skills to operate independently and deliver ahead of schedule and under budget.

SKILLS

- Adobe Creative Suite
- Microsoft Office
- Photography
- Videography
- Graphic Design
- Project Management
- Multi-Media Marketing
- SEO/PPC
- Brand Development
- Creative Writing
- HTML/CSS
- Social Media

EXPERIENCE

Bounce Back Physical Therapy Social Media & Marketing Director July 2016 - Present

Bounce Back physical Therapy is a growing business established in 2000, currently opening their second branch.

- Manage the Company's marketing and social media communication strategy, platforms including Facebook, Instagram and Twitter.
- Collaborate with leadership to create a marketing campaign for opening a second branch and growing existing business.
- Engage customers in marketing campaigns using videography, photography and written testimonials.

C4 Performance Training Social Media & Marketing Director July 2016 - Present

C4 Performance Training is geared to prepare middle and high school athletes pre/post season and in-season training.

- Manage the company's marketing and social media communication strategy, platforms including Facebook, Instagram and Twitter.
- Create graphic designs for events, website photography and videography.
- Partner with coaches to generate enthusiasm among current students and highlight key accomplishments.
- Engage young athletes to grow enthusiasm and excitement for the program

Club La Maison Social Media Director & Marketing Assistant August 2015 - Present

Club La Maison is an upscale health and fitness complex with 3,300 members, serving the community since 1983.

- Manage the Company's social media communication strategy, platforms including Facebook, Instagram and Twitter.
- Generate growth and visibility for Club La Maison by creating impressions among clients and prospective members.
- Collaborate with the Marketing Director to development and implement external advertising campaigns generating leads for new members.
- Increase average monthly membership from -2/month in 2014 to +3 in 2015 to +27 in 2016
- Implement internal marketing strategies to increase revenue per member across multiple profit centers.

Percorso Life Sciences Graphic/Web Designer & Marketer July 2015 - July 2016

Percorso creates partnerships with company's Life Science tools and services on the American Life Science Market.

- Managed, developed and implemented company's marketing, graphic design, customer service and accounts management.
- Served as liaison to international companies, developed research and managed email marketing strategies.
- Developed further capabilities in HTML and CSS, creating marketing templates.

EDUCATION

Bachelor of Fine Arts

2010 - 2013

Art Institute of Michigan

- Digital Photography; focus of study in Graphic Design.
- Awarded Best in Class for the Graduating Senior Portfolio Presentation.

FREELANCE WORK

- Editorial, Wedding, Portrait Photographer
- Graphic Designer for state senate candidate

MISSION ORIENTED PROJECTS

Global Ministry Projects

Almaty, Kazakhstan

2012, 2013, 2014

- Organized travel for team and individuals overseas and led construction projects.
- Photographed and directed the Special Olympics.
- Worked at an orphanage.