

## *Alicia M. Benjamin*

**Vision** – chart a course for the future  
**Creativity** – dare to be different

**Teamwork** – work together, win together  
**Determination** – be extraordinary, every day

I will bring these four attributes to your company to achieve immediate and future results.

### ***Writing and Marketing Experience***

#### ***Social Media Manager***

MeYou Health, Boston

3/2010-present

*As the first non-tech hire in 2010, I...*

- + Managed all social media tactics and strategy
- + Assisted in the development of the brand & target markets
- + Oversaw content process and creative development
- + Wrote and formatted blog posts and other content
- + Wrote and edited the bulk of online and product content
- + Raised awareness about our brand and Daily Challenge beta program by leveraging online forums & communities
- + Provided A/B testing for conversion landing pages and email content
- + Assisted in UX decisions in terms of social reach and ease-of-use

*Now a year+ later with our growing team, I...*

- + Manage all social media channels for MeYou Health and our products
- + Manage blogger outreach campaigns & press pitches
- + Manage social initiatives to support acquisition and increase partnerships
- + Answer all support and member emails/questions in a timely manner
- + Attend relevant events, like health bloggers conferences
- + Leverage existing platforms and channels to spread brand awareness and meet core business goals
- + Write blog content and manage the blog content calendar
- + Create videos to tell product stories
- + Coordinate press outreach and initiatives with our head of marketing
- + Report monthly on social media metrics

#### ***Creative Strategist & Copywriter***

HireAlicia.com, freelance

3/2007-present

- + Write and edit copy for a variety of mediums: brochures, ads, flyers, case studies, newsletters, Web sites, TV, radio, resumes and cover letters
- + Collaborate with artists on their projects, including short films, epic novels, screenplays and art shows
- + Assist with brand development, promotional strategy, research & creative design
- + Provide social media support, direction & education
- + Provide photography, as needed

#### ***Co-Founder & Chief Marketing Officer***

RedPint, Boston

2009-2011

- + Started the company with the goal to make it easier to find great craft beer wherever you go and, at the same time, connect with other beer fans
- + Vetted the concept of RedPint by creating Boston's very first craft beer Meetup, which grew to nearly 450 members in just over two years

617/817.7247  
alicia.benjamin@gmail.com

- + Released RedPint's iPhone app in 2010 to become one of the first companies to create a native app that let you check in to what you're drinking, whom you're drinking with, and where you were drinking -- while being able to rate the beers, share photos, and keep a log of the beers you drank
- + Worked with breweries on outreach programs so we could better understand market needs so we could develop business tools for breweries and locations
- + Managed the growing RedPint community on Facebook and Twitter
- + Attended various events, including Tech Stars for a Day, to raise awareness of what we were trying to achieve with RedPint
- + Got acquired by Untappd in June 2010

### **Marketing Copywriter**

Go Ahead Tours, Boston

5/2009 – 3/2010

- + Developed product itineraries for the catalogs, travel itineraries & web content
- + Wrote compelling direct marketing communications that achieved acquisition and retention marketing objectives
- + Launched the blog and created all copy elements for it
- + Managed the Twitter account with goal to scale followers
- + Pro-actively contributed marketing concepts and creative initiatives for all aspects of the acquisition cycles, from mailers to special promotions
- + Developed attention-grabbing advertising copy for print ads, radio, web & email
- + Provided A/B testing for email content, including image mapping
- + Managed the re-branding of copy elements for pre-reservation, pre-trip, customer service communications including letters and email

### **Sr. Marketing Copywriter**

Desert Schools Federal Credit Union, Phoenix

9/2006 – 2/2009

#### Writing responsibilities:

- + Wrote and edited copy for multimedia: Web, TV, radio, print, displays
- + Wrote and edited project proposals, creative briefs and internal communications
- + Collaborated with internal stakeholders to ensure content accuracy
- + Worked closely with research to identify target demographics
- + Established the brand voice for the organization

#### Other responsibilities:

- + Served as creative lead to conceptualize campaigns and promotions
- + Art directed visual execution of ideas, from concept to launch
- + Served as project lead to manage deliverables and timelines
- + Led team brainstorming, marketing strategy and business development meetings
- + Led cross-functional project teams
- + Led product development and naming efforts
- + Presented concepts and proposals to upper management
- + Presented cost-saving proposals, new tactical ideas and promotional strategies, like social media, to VP of Marketing
- + Launched and built custom photo library by taking photos of desert lifestyle

### **Marketing Manager**

Limelight Networks, Phoenix

3/2006-9/2006

#### Writing responsibilities:

- + Wrote and edited copy for Web and print: magazine ads, case studies, sales collateral, trade show flyers and white papers
- + Used basic HTML to manage Web site content

Other responsibilities:

- + Managed print production schedule and collateral inventory
- + Provided design concepts for print ads and trade show layouts
- + Petitioned various vendors for bids on print production and trade show displays
- + Worked with outside creative team to execute print design and trade show videos
- + Attended trade show events to setup display and support the sales team
- + Managed the financial approval process of sponsorships and trade shows
- + Implemented Web analysis and SEO techniques
- + Implemented trade show organization procedures and policies
- + Quadrupled annual trade show participation in US
- + Tripled annual trade show participation in UK
- + Initiated marketing endeavors in Asia-Pacific
- + Increased sponsorship involvement in US markets
- + Managed sales team requests for collateral and event attendance

**Director of Marketing and Communications**

Oklahoma City Metropolitan Association of REALTORS®

8/2003-2/2006

Writing responsibilities:

- + Wrote and edited copy for multimedia: magazine ads, trade show flyers, presentations, videos, radio, Web sites, newsletters and email blasts
- + Used CMS tools to manage multiple websites
- + Wrote weekly and monthly communication updates to Board of Directors
- + Wrote annual marketing and communication plans

Other responsibilities:

- + Identified strategies for member retention and acquisition
- + Increased company penetration in local and national markets
- + Managed budgets for events and marketing collateral
- + Managed print production schedule and collateral inventory
- + Attended networking events to promote awareness of the company
- + Organized company events: international conferences, golf tournaments, inaugural banquets, monthly luncheons, educational and fundraising events
- + Managed a team at local and national trade shows
- + Oversaw volunteer committees and regular meetings, agendas and events
- + Worked with local real estate newspaper editor to provide information and sound bites
- + Studied industry trends, legislative action and education requirements

**Professional Talents and Skills**

- + Directs creative development and execution
- + Prioritizes and manages a large number of projects at any given time
- + Identifies growth opportunities and new market opportunities
- + Achieves high level of comprehension under time constraints
- + Excels at individual and team brainstorming and problem solving
- + Collaborates on a team and leads discussions effectively
- + Manages others with motivation, patience and respect
- + Brings energy, a positive attitude and can-do work ethic to a team
- + Communicates well with colleagues, executives and clients
- + Studies market trends, new technologies and industry innovations
- + Participates actively in online social networks and communities

**Education History**

**B.A. in English/Creative Writing**

Oklahoma State University

Major G.P.A. of 3.6

*References available upon request.*