

Joseph Benjamin

✉ josephinrevolt@gmail.com ☎ +15627948099 in LinkedIn ● Medium

Previous role	Senior Marketing Manager at Snyder Diamond
Experience	Retail

Right now I'm learning...

Presently, I'm delving into data-driven marketing and AI's role in personalized advertising, to better understand consumer behavior and latest trends in social media marketing.

Work experience

Senior Marketing Manager, Snyder Diamond 🏢

Mar 2022 – Dec 2022 (9m)

Luxury Home appliances, Home remodeling, Retail

- Serve as a liaison for multiple luxury brand account, working cross functionally with different internal and external teams to provide tactical support for B2B Channel marketing engagement and lead strategic marketing campaigns. Managed 6,000,000 annual marketing budget.
- – Directed and coordinate budget-conscious product marketing and image branding campaigns
- – Implemented programmatic media planning, effective brand marketing channel's, partnered marketing and acquisition/growth marketing. While securing product placements and celebrity endorsements campaigns.
- – Overseen the all day-to-day implementation of 360-marketing initiatives through channels like digital marketing, retail, TV, product launch, Luxury Gift guides.
- – Managed and approved budgets for events, influencer marketing etc. Collaborated with teams to develop creative marketing campaigns, Led strategy on social performance and e-commerce. Created new ideas to increase customer engagement,
- – End-to-end implementation of all advertising and marketing activities.
- – Own the plan for branding and public relations, advertisement external and internal communications.
- – Led new product launch sales strategy and overall marketing communication plan including developing unique and differentiated positioning statements and key messages.
- – Worked with Home Source engineer and sales team to drive innovative product and overarching brand message-based on most relevant insight and MQL's
- – Optimized performance marketing channels through content creation and data analysis
- Oversaw and executed Co-Op and MDF Digital Marketing incentives, while proactively collaborating with leading media outlets for product positioning. This led to a 60% monthly sales growth. Additionally, developed systematic protocols to maintain this process efficiently.

Director of Public Relations, KRB 🏢

Jun 2021 – Oct 2022 (1y 4m)

- – Lead the 360-brand marketing strategy and go-to market vision, creating concise briefs for the team to activate against, and delivering clear direction, rich storytelling, and sharp product positioning
- – Oversee campaign development + execution, marketing calendar, email + SMS marketing,
- – influencer marketing, social media, and PR. Set campaign KPIs, track performance, and lead analysis of findings. Share learnings across the organization to inform future initiatives, optimize campaigns, and creative best practices.
- – Built strong communications and workflow channels between the marketing, PR, sales, and digital channel tams. Establish a regular communication with American and Europeans editors at Vouge, Nylon, Harper's Bazar, Page, etc.

- – Managed and implemented social strategy for KR8 clients.
- – Strategic planning and execution of outreach plan.
- – Pitch and secured feature stories, brand stories etc. on national and regional level across online print and broadcast and podcast media.
- – Provided public relations outreach and media management, implemented communication strategy to launch brand collaborations with KR8 agency clients & partners.
- – Collaborate with cross-functional teams across creative, social media, and product development Guide, develop, and support a team of direct reports who are collectively responsible for brand marketing + partnerships, copywriting, and community building.
- – Craft innovative/advantageous partnerships with social media influencers/content creators who can drive orders, spread positive word of mouth, and increase overall brand reach Draft campaign project briefs, creative briefs, and influencer contracts.
- – Secured over four million in media impression in the first month of employment for across 3 clients
- – Established new marketing and sales strategies both digital and traditional.
- – Achieved 90 % product placements and brand features in top-tier publications and blogs, and tv show in the first month at KR8

Pretty Spirits| Brand Manager , PROPHECY BRAND

Feb 2017 – Apr 2021 (4y 2m)

- Developed strategies and tactics to promote company and drive qualified traffic to front door
- Deployed successful marketing campaigns and owned implementation from ideation to execution
- Experimented with a variety of organic and paid acquisition channels such as content creation, curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis
- Produced valuable and engaging content for website and blog to attract and convert target groups
- Built strategic relationships and partnered with key industry players, agencies, and vendors
- Prepared and monitored marketing budget on quarterly and annual basis, allocating funds wisely
- Measured and reported on performance of marketing campaigns, gaining insight and assessing against goals
- Analyzed consumer behavior and adjusted email and advertising campaigns accordingly

AYOND BEAUTY 2020, PROPHECY BRAND

Jun 2018 – Jan 2021 (2y 7m)

- Represented AYOND BEAUTY with media influencers, including editors, publishers, news directors and other top journalists
- Planned and developed retail strategies, resulting in AYOND being sold in top-online beauty retailers
- Devised and executed social media strategy across key platforms: Instagram, Twitter, Facebook, Tumblr, Pinterest
- Curated and led creative campaigns to increase brand awareness, resulting in audience increase of 40% and increased engagement by 88%

Page Magazine 2021, PROPHECY BRAND


Jun 2018 – Nov 2020 (2y 5m)

- Promoted Reverie: Page wins in the editorial and fashion worlds, including brand extensions, print and digital initiatives, partnerships, and events
- Proactively worked with editors, senior staff, and publishers to come up with ideas that generated buzz and created traction
- Stayed ahead of the news cycle and remained vigilant of potential opportunities
- Created and maintained meaningful relationships with editors, bookers, publicists, and agents
- Generated high volume of results in business, trade, and consumer press and tracked results
- Acted as a liaison with outside PR firms and other vendors
- Built and maintained positive relationships with other media outlets to secure press for Reverie: Page Editor-in-chief

Harry Winston 2019, PROPHECY BRAND 

May 2019 – Jan 2020 (8m)

- Worked on all creative concepts related to the brand and or the use of its name.
- Worked with visual and creative teams to execute advertising campaigns at all levels.
- Developed strategy and drove execution of seasonal global PR plans with ongoing strategic PR thinking in line with global brand direction and goals.
- Managed digital initiative around Curalaste, a digital sales platform, converting social media views into website traffic and direct sales.
- Managed in-store corporate events.
- Produced innovative campaigns designed to target a younger audience.
- Oversaw creative direction and concept curation of over 100+ in-store experiences.
- Responsible for managing budgets of fashion week and product launches.

The Emperor 1688 LLC 2020, PROPHECY BRAND 

Mar 2019 – Nov 2019 (8m)

- Led, developed and managed PR strategy and outreach for Emperor London.
- Expanded and elevated editorial coverage of men's products by securing coverage in high-circulation media outlets such as British Vogue, Nylon, Hypebeast, and Harper Bazaar.
- Partnered with e-commerce team, social marketing department, marketing managers and international distributors to develop global marketing calendar and seasonal communications plans.
- Plan and executed large scale press events and brand activations with limited budget resulting in 3x over-delivery of media impressions.
- Created press materials for collections launches collaborations and events with strong messaging to support overall us strategy.

Hood By Air 2018, PROPHECY BRAND 

Jan 2017 – Nov 2019 (2y 10m)

- Assisted development director with creating seasonal brand plans and media strategies for Menswear brand Hood by Air.
- Developed strong internal relationships by liaising with Design, Advertising, Sales, Merchandising, Buying, Marketing, and RLM.
- Oversaw management of strategic PR plans that supported Marketing goals, managing investment allocation and partnering with third-party agencies to accomplish the work.
- Oversaw seasonal press showrooms and managed merchandise accordingly.
- Attended key internal meetings and updated managers and team accordingly.
- Managed seasonal presentations, runway shows, and editor market appointments.

Unit publicist , PROPHECY BRAND 

Jun 2016 – Jan 2018 (1y 7m)

- Oversaw inbound marketing strategy and implementation
- Co-managed Sense8 social media presence on Facebook, created monthly campaigns to promote events, blogs, and webinars
- Increased follower base by 75% in 8 months
- Created advertisement campaigns
- Wrote press releases and conducted media outreach, and collaborated on internal marketing materials
- Strategized new media opportunities and established communication with potential new media partners and publications such as Wired, Hollywood Reporter, Washington Post, etc.
- Provided a vital connection between producers, cast, crew, and the media during film shoots
- Worked closely with producers, distributors, and sales agents to plan all press strategy for film shoots, making sure that only the right amount of information is released at specific times, so that the press coverage is not jeopardized when the film is released
- Coordinated press tours of film set and planned red carpet screening with Studio JMS

- Managed relationships and worked closely with show creators, talent, production and programming executives, and outside PR agencies
- Worked closely with the social and promotions teams on daily show items, big picture strategies, and campaigns as it relates to press
- Developed and wrote press kit materials including press releases, bios, and synopsis
- Oversaw photo shoots and the creation of any art
- Composed key message points for executive and talent interviews
- Netflix series Sense8 has over 2 billion views worldwide and has been featured in Entertainment Weekly, Vulture, and Wired
- Sense8 has three daytime Emmys and three Glad awards for Outstanding Limited Series

Night Life Publicist, Fuze Entertainment 🏢

Jun 2010 – Aug 2016 (6y 2m)

- Generated publicity and managed operations for three nightclubs
- Oversaw media relations and assisted with direct marketing initiatives and promotional activities
- Developed, organized, planned, and promoted large-scale events
- Maintained files for inventory, resources, selections of facilities, and equipment available for use in staging events
- Prepared and managed budgets for events
- Arranged security and advised on health and safety issues
- Ensured adequate tasks and resources allocation for all events
- Completed events successfully, on time, and within budget
- Planned and executed successful publicity and social media campaigns for high-profile clientele
- Managed project initiatives and created new event themes/concepts
- Managed high-value projects with budgets totaling up to \$150M for up to 850K total attendees
- Utilized expert-level marketing knowledge to review event needs and source potential event venues/locations
- Created promotional material events and distributed to target audiences
- Developed successful retail strategies
- Provided digital media marketing research and strategy for SBE initiatives
- Helped retain lucrative clients
- Improved organizational effectiveness
- Assisted with onboarding of several new clients

Executive Assistant, VIP Concierge Costa Rica 🏢

Nov 2010 – Dec 2014 (4y 1m)

- Managed events and social media marketing as administrative assistant for three executives
- Spearheaded all social media marketing campaigns for Facebook, Twitter, Instagram, etc.
- Worked with internal and external departments on a variety of projects
- Prepared and maintained executive's business and personal schedules/calendars
- Answered all incoming calls and assisted with travel arrangements and personal errands for high profile clientele
- Coordinated special meetings and projects for account executives
- Handled client requests and managed ticket sales for special events, including the Grammys, BET Awards, and more
- Facilitated arrangements for a momentous staff holiday party on short notice
- Created a successful event for 5,000 attendees on a very low budget.

Intern, Vogue

Jan 2007 – Jan 2009 (2y)

- Assisted on photo shoots and appointments
- Cataloged and trafficked designer samples
- Performed other office and personal assistant duties

Education

Full Sail University

Jun 2017 – Jul 2021 (4y 1m)

Masters (3.4) Digital Marketing & Communications

Westwood College

Feb 2008 – Jun 2011 (3y 4m)

Bachlors (3.0) Business Marketing Management

Snippets

Creative Writing @ medium.com

Explore a profound narrative of redemption and self-discovery as a man pleads for a second chance to live, love, and dream anew, after understanding the value of self-love and the profound impact of our choices on our existence.



Personal Development Essay @ medium.com

Journey through a personal exploration of self-discovery, tackling self-sabotage and nurturing a growth mindset. This eye-opening narrative provides a deeper understanding of the intricate layers of our emotions, the importance of self-awareness, and our role in shaping our own realities.



More about me

In my next job it's important that...

In my next role, I value innovation, team collaboration, and opportunities to create impactful marketing strategies while facilitating growth and embracing dynamic change.

Right now I'm learning...

Presently, I'm delving into data-driven marketing and AI's role in personalized advertising, to better understand consumer behavior and latest trends in social media marketing.

I want to work for a company that...

I aspire to join a company that values innovation, ethical operations, and fosters a culture of collaboration, continuous learning, diversity, and work-life balance.

Interests

Marketing, Publicity, Creative Writing, Narrative Development, Music, Self-Awareness and Development, Team Building