



BEN MARTIN

Brooklyn, NY

Marketing leader with 11+ years of success in steering digital marketing for brands.

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Portfolio: benmart.in (p/w: *seemywork!*)

WORK EXPERIENCE

Clubhouse • Director of Content and Community • In-house Role

September 2018 - September 2019 • New York, NY

Led content, community and brand marketing for Clubhouse, a project management platform for software development teams.

Selected Highlights:

- Tripled site traffic (new visitors) and generated 220+ first-touch sign-ups with a “developer-first” content marketing and SEO strategy.
- Oversaw a team of 12 freelancers, and was responsible for production, publication, and distribution of content marketing across all channels including blog, social media, and third party communities.
- Successfully launched the new Clubhouse brand, across all owned and third-party channels, leading a squad of engineers, designers, and marketers, as well as coordinating with agencies and contractors.
- Acted as the product and content manager for the Clubhouse marketing site, clubhouse.io, prioritizing, scoping and overseeing the creation of all new site features, sections, and content.
- Stewarded - and acted as gatekeeper for - the Clubhouse brand voice across all marketing channels and assets, as well as the project management platform itself.
- Managed Clubhouse’s event, conference and meetup marketing strategy; selected which events to exhibit at and negotiated sponsorship packages, facilitated the creation of all event materials; coordinated and managed on-site activity.

Beyond • Content and Strategy Director • Agency Role

April 2017 - September 2018 • New York, NY

Steered all marketing and content strategies across multiple channels, yielding revenue growth for a diverse portfolio of clients.

Selected Highlights:

- Directed a team of copywriters, content strategists, and marketing strategists; guided and mentored staff to achieve short and long-range goals.
- Led expertise across marketing strategy, content strategy, content marketing, brand messaging and content production.
- Spearheaded global marketing strategy for four Samsung mobile services: Samsung Pay, Bixby, Samsung Health and Samsung Kids.
- Launched a leading educational platform for Snapchat’s advertising business unit.
- Led content strategy for the redesign and relaunch of Ithaca College's .edu.
- Transformed Google for Education's sales demo experience.
- Delivered innovative and forward-thinking concepts for revenue-generating ad products to Dow Jones' Innovation Lab.

Beyond • Senior Content Strategist • Agency Role

September 2012 - April 2017 • New York, NY

Acted as the lead content strategist across a wide range of client engagements, managing a team of full-time and contracted content strategists and copywriters.

Selected Highlights:

- Directed a team of 4 creative professionals to execute full-cycle content strategy across all types of client projects including content marketing, communications strategy, key messaging, website design and development, content management, sales enablement, and content governance.
- Generated 371% increase in engagement among Google’s DoubleClick brand audience with the launch of a new thought-leadership website.
- Triggered 200% sales growth for Google products, leading content strategy for a sales-training product, Google TrainUp.
- Relunched the Chrome for Work website, leading content strategy for a new cohesive, value-driven experience.
- Revamped and launched an intranet for Viacom used by over 10,000 employees; provided internal comms team with robust site governance and editorial strategy.



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WORK EXPERIENCE (CONTINUED)

AVG Anti-Virus • Global Community Manager, Consumer • In-house Role

October 2011 - August 2012 • London, UK

Generated global online engagement with one of the world's leading online security brands.

Selected Highlights:

- Grew the community to become the first online security brand to reach one million likes; attained over 100K followers on Twitter.
- Performed on a winning team, recognized with "Best Use of Social Media" award at the 2011 Computer Weekly Awards and "Most Social Business" at the 2012 Useful Social Media Awards.

Content and Motion • Online PR & Communities Executive • Agency Role

June 2010 - October 2011 • Lewes, UK

Led and executed online PR, community and social media strategy for several leading brands.

Selected Highlights:

- Achieved 900% community growth across Facebook and Twitter for TomTom, as well as 200% growth in brand conversation and share of voice.
- Secured national and online press coverage for Continental Tyres sponsorship of 2010 FIFA World Cup; supported and amplified online competitions through online PR and social media.
- Launched Toluna QuickSurveys product with unique content partnership program, providing publishers with access to survey panels and data for editorial needs in return for mentions and coverage of the product.

Oliver and Graimes • Digital Account Manager • Agency Role

September 2009- May 2010 • Brighton, UK

Day-to-day management of a variety of digital projects, ranging from website design and development, online display advertising, email marketing, search marketing, social media, and mobile applications.

Continental Move Group & Teddy Francis • Marketing Executive • In-House Role

July 2008 - August 2009 • Brighton, UK

Created and executed the marketing strategies of two small businesses: Teddy Francis, a bespoke B2B furniture manufacturer and Continental Move Group, a B2B and B2C removals and relocation company.

LD Communications • Junior Press Assistant • Agency Role

September 2009- May 2010 • London, UK

Assisted on publicity campaigns for globally-recognized artists and live event brands such as The Rolling Stones, Genesis, David Gilmour, Pink Floyd, Download Festival, Live Earth, and Concert for Diana.

EDUCATION

Bachelor of Arts in Journalism

1st Class Honours (4.0 GPA equivalent)
Falmouth University, UK

VOLUNTEER WORK

Brooklyn Rugby Club

Club Chairman
July 2016 - July 2018

SKILLS

Content strategy and copywriting; digital marketing strategy; product go-to-market & "always-on" marketing strategy; sales & marketing enablement; marketing program and project management; online community management and engagement; brand messaging and brand identity; team management and mentorship.