

Benjamin Peterson

Digital Marketer & Manager

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Education

B.A. in Digital Technology & Culture
Minor in Communication

Washington State University Vancouver
Social Media Marketing Certificate

May 2023

Work Experience

Sailworks Digital Marketer & Manager | March 2024 – Present

Sailworks.com

- Planned and executed comprehensive paid advertising campaigns across various digital platforms, achieving a 41% increase in online revenue compared to the same period of the prior year
- Managed web content and online inventory to ensure consistent branding and timely updates, increasing the number of new users by 138%
- Created and curated engaging content tailored for social media platforms, including Facebook and Instagram, resulting in a 125% growth in follows and a 198% increase in organic reach
- Streamlined order fulfillment processes and provided exceptional customer service by promptly responding to inquiries and resolving issues
- Supported business accounting functions by tracking expenses, preparing invoices, and reconciling accounts, ensuring accuracy and compliance with financial regulations

NW Reading Success Content Manager & SEO Specialist | April 2024

NWReadingSuccess.com

- Generated targeted web content for a Dyslexia tutoring business, enhancing online visibility and the customer journey
- Audited website for SEO improvements and implemented site-wide optimizations, increasing organic search traffic
- Optimized website responsiveness and usability across different device types, enhancing the user experience

Electronic Literature Lab Social Media Video Specialist | November 2023 – March 2024

ELL.org

- Spearheaded promotional efforts for the “Re-Imagined Radio” podcast through strategic social media campaigns
- Directed and produced all video projects from conception through post-production and publishing
- Organized and maintained a content calendar for timely publishing of social media content, resulting in consistent audience engagement and increased brand awareness

Skills

Digital Marketing

Email Marketing

HTML5 & CSS3

Multimedia Design

Social Media Marketing

SEO & SEM

Adobe Creative Suite

QuickBooks

Paid Advertising

Content Management

Video & Audio Production

Google Ads

Data & Analytics

Web Design

Visual Effects & Animation

Slack, Teams

Certifications

Google Fundamentals of Digital Marketing

Google Ads – Search

Hootsuite Platform

Google Ads – Measurement

Google Ads – Display

Hootsuite Social Marketing

HubSpot Content Marketing

Previous Projects

“What Is ELL? Site Trailer” Director, Filmer, Editor | February 2024

Vimeo.com

A short website trailer introducing the viewer to the Electronic Literature Lab and its mission.

- Planned, produced, coordinated, and filmed the interviews
- Executed post-production process, including video, audio, original music score, and color editing

Data Entry: Portal Social Media Specialist | Spring 2023

Instagram.com

Social media marketing campaign for the VR remake of Rob Swigart’s 1986 Activision game, *Portal*.

- Created and posted weekly original video content and oversaw promotion curated for short form platforms