**Benjamin Meyers**

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**PROFESSIONAL SUMMARY**

Results-oriented digital strategist and business development professional with a proven track record of leading omnichannel digital strategies for global brands and growing agency business. Adept at managing client and partner relationships and leveraging data-driven insights to deliver brand and revenue growth in B2B, B2B2C, and D2C markets.

**SKILLS AND STRENGTHS**

Omnichannel Digital Marketing Strategy

Creative Direction & Consultation

Data Analysis

Creative Problem Solving

Business Development

Client & Relationship Management

Adobe Creative Suite

Microsoft 365 Suite

**PROFESSIONAL ACHIEVEMENTS**

* Onboarded 13 new clients in 3 years accounting for over 47% of company revenue.
* Lead the digital transformation of the agency through the expansion of digital services and introduction of new technology solutions (including AI platforms), resulting in new business opportunities and additional revenue streams.
* Manage an annual digital media advertising budget of $100,000+.
* Developed innovative digital marketing campaign for the world’s largest sail manufacturer, leading to increased direct sales.

**WORK HISTORY**

**bde&co.**, New York, NY

Director, Digital Strategy & Business Development, (08/2023)-Present

Associate Director, Digital, (10/2021) – (08/2023)

Senior Manager, Digital (10/2019) – (10/2021)

* Lead development of omnichannel digital marketing strategy for 15+ clients across consumer, lifestyle, luxury home goods, and architecture/design verticals, generating innovative campaigns that seamlessly integrate across multiple mediums.
* Analyze market trends, customer behavior, and data-driven insights to deliver targeted messaging and customer experiences that drive engagement and revenue in B2B, B2C, and D2C markets.
* Manage client relationships across digital marketing channels and act as the company liaison to technology and agency partners including SEM, Meta Marketing, social media platforms, Adobe, and ecommerce partners to guide digital solutions for clients.
* Act as the new business lead, identifying and generating new growth opportunities through RFP, presentation, and proposal writing, driving agency revenue growth.
* Measure and analyze the impact of campaigns across KPIs to optimize performance of digital marketing efforts and report directly to client senior management.
* Research and invest in technology solutions, including AI platforms, to enhance agency capabilities, and develop innovative and disruptive solutions on behalf of clients.

**Sandow Media, LLC.**, New York, NY

Social Media Manager, (05/2018) – (10/2019)

* Oversaw organic and paid social media strategy and execution for multiple SANDOW brands and publications with a global digital audience of more than eight million.
* Managed digital strategy for five brands across multiple platforms simultaneously
* Worked directly with the CEO and president to secure and launch digital platforms for new brands and partnerships.
* Managed an annual social media advertising budget of $75,000.
* Achieved 100% growth of *Interior Design*’s social media channels in 12 months.

**Volvo Ocean Race**, Newport, RI

Digital Media Manager, Contract, (01/2018) – (05/2018)

* Developed and executed a cross-platform digital strategy designed to cultivate and engage audiences for the Volvo Ocean Race stopover events in Newport, RI.
* Conceptualized, produced, and edited a targeted video content plan to promote the Volvo Ocean Race as a revenue-generating tourism opportunity for Newport, RI.
* Increased web traffic to Volvo Ocean Race Newport website by 460% in first month.
* Increased web traffic to Sail Newport website by 348% in first month.

**Bonnier Corporation**, Newport RI

Digital Editor, (10/2015) – (01/2018)

Web Editor (05/2015) – (10/2015)

* Developed and executed digital strategy for Bonnier Corporation sailing group publications, including *Sailing World* and *Cruising World* magazines, and the National Offshore One-Design (NOOD) Regatta series.
* Researched, developed, and implemented cross-brand, multimedia digital strategy for web and social media channels.
* Monitored and researched key analytics to generate content responsive to digital trends.
* Collaborated with sales and marketing teams to build sponsored content and web channels that targeted specific client objectives; Developed a marketing campaign for North Technology Group which directly resulted in increased sales.
* Optimized content for web search using SEO best practices, increasing visibility in niche market queries.

**EDUCATION**

**Connecticut College,**

New London, CT

B.A., 2015

**MIT Sloan School of Management**

Certificate Program, Digital Marketing, 2020