

Benjamin Meyers

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PROFESSIONAL SUMMARY

Results-oriented digital marketing and team manager with a proven track record of leading omnichannel strategies for global brands and growing agency business. Adept at managing client, partner, and internal teams, leveraging data-driven insights to deliver brand and revenue growth in B2B and D2C markets. Currently completing a Master's Degree in Global Marketing Management from Boston University.

SKILLS AND STRENGTHS

Omnichannel Digital Marketing
Email Marketing
Social Media Marketing
Paid Social Media & Advertising

Team Management
SEO & Website Management
Client & Relationship Management
Influencer Marketing

PROFESSIONAL ACHIEVEMENTS

- Onboarded 13 new digital marketing clients in 3 years accounting for over 47% of agency revenue.
 - Led agency's digital transformation and rebranding by expanding service offerings and introducing new technology solutions that generated business opportunities and additional revenue streams.
 - Managed an annual digital media advertising budget of \$250,000+.
 - Developed targeted omnichannel marketing campaigns for Heller Furniture that contributed to a 200% increase in sales and a 600% increase in digital audience over 18 months.
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WORK HISTORY

bde&co., New York, NY

Director, Digital Marketing & Business Development, (08/2023) – (07/2024)

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

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

- Led development of omnichannel digital marketing strategy for 15+ clients, leveraging organic & paid social media, email and influencer marketing, digital advertising, and web/SEO/SEM to build data-driven marketing campaigns for global lifestyle, design, and events brands.
- Managed a team of social media and digital content creators in developing short and long-form content for organic and paid brand channels.
- Developed and executed monthly marketing calendars for 4-5 clients under my direct management.
- Developed customized influencer programs based on client products, goals, and target markets including research, outreach, negotiation of exchange, deliverables, and contract development.
- Analyzed campaign KPIs and digital trends to deliver targeted messaging and optimized customer experiences, driving engagement and revenue in direct-to-consumer B2B markets.
- Reported on the impact of these campaigns and delivered strategic findings, key insights, and strategy recommendations to client senior management monthly.
- Acted as account lead for all client relationships and managed all partnerships including SEM agencies, Meta and Pinterest Marketing, Adobe, social management platforms, and others.
- Researched and invested in cutting-edge technologies, including AI platforms to enhance agency capabilities and provide training to clients and internal teams.

- Acted as the new business lead, identifying and generating new growth opportunities through RFP, presentation, and proposal writing, driving agency revenue growth.

Sadow 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 Marketing Manager, Contract, (01/2018) – (05/2018)

- Developed and executed a cross-platform digital strategy 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 the Volvo Ocean Race Newport website by 460% in the first month.
- Increased web traffic to the Sail Newport website by 348% in the first month.

Bonnier Corporation, Newport RI

Digital Editor, (10/2015) – (01/2018)

Web Editor (05/2015) – (10/2015)

- Developed and executed digital content for the Bonnier Corporation sailing group, including *Sailing World*, *Cruising World*, and *Yachting* magazines, and the National Offshore One-Design Regatta.
- Researched, developed, and implemented data-driven digital strategy for *Sailing World* and *Cruising World* Magazines across social, email, and web channels.
- Monitored and researched web and social analytics to create content responsive to digital trends; used data to inform writing the most-viewed story on *Sailing World* website in 2017.
- Collaborated with sales and marketing teams to build sponsored content and web channels that target specific client objectives; created sponsored content for North Technology Group, which successfully increased sales.
- Optimized content for search engines using SEO best practices to increase visibility in niche market searches; created sponsored sailboat charter database ranked third in national charter searches.

EDUCATION

Boston University

MS, Global Marketing Management
Expected Spring 2026
Boston, MA

Connecticut College,

B.A., 2015
New London, CT

MIT Sloan School of Management

Certificate Program, Digital Marketing, 2020