

# Ben Goodwin, *Marketing Strategist and Art Director*

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## *School*



Earlham College  
class of 1998, BA

## *Skills*



Marketing Strategy

Art Direction

Copy Writing

InDesign

Photoshop

Illustrator

HTML/CSS

Wordpress

Book Design

e-book Creation

Publishing

Social Media

Blogging

## *Hobbies*



Running

Guitar

Piano

Novel Writing

Meditation

Photography

### **2012-2015: MEIER, Art Director**

- Managed all aspects of marketing, including brand development, print and web advertising, and production of social campaigns and podcasts, resulting in significant traffic and exposure along with millions of dollars of revenue increases.
- Crafted pitches and sales collateral bringing in over a million dollars in revenue for the agency.
- Managed a team of freelancers on all aspects of client work including photographers, publicists, coders, and merchandisers.

### **2001-2012: Graphyte Design LLC, Partner**

- Co-Founded the agency, brought in business, and executed marketing strategy for a wide range of clients.
- Built multi-year relationships with clients from local retailers to Ivy League Universities
- Produced more than twenty-five websites along with hundreds of print pieces and identity packages.
- Managed and directed programmers, publicists, designers, and clients.

### **1999-2001: Business Week Online, Web Developer**

- Working along side the Creative Director, I was responsible for converting the entire site (10,000+ pages) over to a new design format.
- Recoded every page of the Business Week website, moving them from frames to SSIs along with updating them to the most recent HTML/CSS standards.

### **Recent Accomplishments:** *A few timely success stories, 2014-2016*

- Crafted brand and business strategy for Etain Health LLC, leading them to win one of the five coveted licenses for medical marijuana distribution in the state of New York.
- Launched Meg21 Skincare on the Home Shopping Network, outselling their goal in 10 minutes and leading to talks with Sephora to take them national.
- Created and launched the Make Stuff Happen campaign for Tekserve, NY's original Apple Store, increasing store traffic by 20% and b2b revenue by \$6M.
- Produced Frank Delaney's podcast Re:Joyce leading to more than 2M downloads.

**Clients have included:** *Columbia University, Kind Snacks, Viking Penguin, Tekserve, American University in Lebanon, Cincinnati Time Recorder, Goldberger Dolls, Meg21, Mblast, Zeze Flowers, MyCube, Empire Safes, WriteBug, NYT best-selling author Frank Delaney, Dr. Amy Attas, Cammack Health, LMS Engineering, Etain Health LLC, and Zeluck Windows among others.*