

BEN

DIGITAL MARKETING DIRECTOR //

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SOUTHERN CALIFORNIA

CAPABILITIES

RESULTS BUILT ON REPEATABLE SYSTEMS

Unified operating logic aligns strategy, paid media, web, and lifecycle so execution stays fast, measurable, and resilient.

EXECUTION LOGIC

STRATEGY + ANALYTICS

Built weekly reporting loops that turned channel noise into clear, revenue-aligned actions across teams. Faster decisions, cleaner priorities.

PAID DISTRIBUTION

Implemented disciplined testing and pacing frameworks that supported sustained campaign performance around 3x ROAS on core efforts.

LIFECYCLE + RETENTION

Rebuilt nurture and re-engagement flows to improve list quality, stabilize retention, and lift long-term customer value.

CERTIFICATIONS

CURR.

AWS CLOUD PRACTITIONER (IN PROGRESS)

Specializing in ECS and SNS for scalable marketing infrastructure.

2019

FACEBOOK BLUEPRINT

Platform expertise, ad buying, measurement, and compliance.

2017

TWITTER FLIGHT SCHOOL

Twitter ads, audience targeting, and optimization strategies.

2016

YOUTUBE CERTIFIED

Video advertising, audience growth, and content strategy.

EXPERIENCE

[2016 – 2021] DECKSTAR ARTIST MANAGEMENT

DIGITAL MARKETING DIRECTOR

Owned the digital roadmap across paid media, web, email, and reporting operations. Led cross functional launches, standardized campaign QA, and aligned channel KPIs to business goals. Result: faster launch cycles, cleaner attribution, and sustained performance with average return on ad spend around 3x on core campaigns.

[2011 – 2016] DECKSTAR ARTIST MANAGEMENT

DIGITAL MARKETING MANAGER

Managed day to day campaign execution, content calendars, landing page workflows, and stakeholder reporting. Built repeatable testing and weekly optimization rhythms that improved decision speed and reduced channel drift across active campaigns.

[2010 – 2011] DECKSTAR ARTIST MANAGEMENT

ASST. TOUR MGR / MERCH MGR

Managed tour logistics and merch operations across venues, including inventory forecasting, point of sale reconciliation, and nightly reporting. Built execution discipline under pressure that later translated directly into digital operations leadership.

DIGITAL ECOSYSTEM STRATEGY

DATA DRIVEN DECISION SYSTEMS // INSIGHT ARCHITECTURE

High fidelity data loops move your decision making away from "gut feeling" and toward a rigorous, evidence based marketing cycle.

LIFECYCLE MARKETING ARCHITECTURE // RETENTION

Retention driven lifecycle design focuses on the compounding value of existing users, turning fleeting interactions into durable brand loyalty.

CONVERSION EXPERIENCE DESIGN // DEMAND INFRASTRUCTURE

Improve conversion consistency over time through web structure, landing page refinement, and UX choices that reduce friction and build trust.