


BENTON EVANS

CONTACT

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 www.bentonkevans.com

EDUCATION

Master of Business Administration (MBA)

Liberty University
2019

Bachelor of Science

Strategic Communications
Liberty University
2016

SKILLS & EXPERTISE

- Strong communicator
- Strong writer for various media formats
- Organized
- Customer-Relation focused
- Self-motivated
- Positive Attitude



REFERENCES UPON REQUEST

PROFILE

A marketing and advertising specialist with 7+ years of experience. Organized, thought-out and task-oriented, with the ability to take numerous projects (over 50 a week) from start to finish. Tactical thinker, using problem solving skills to ensure that work is done punctually and client needs are met. A manager at heart, love to work with others, collaborate to meet project deadlines, exceed customer expectations and ultimately grow!

WORK EXPERIENCE

Operations Manager

Stimulus Advertising | 2016 - Present

In this role, I work closely with the owner to ensure that the business functions efficiently, while also assisting in business development. Additionally, I handle 75 percent of the customer relations and 80 percent of the project management (up to 30 clients simultaneously, over 50 projects a week), as well as other day-to-day tasks. This role includes managing a small team and working on projects such as web design, copywriting and social media management.

Social Media/Project Manager

Stimulus Advertising | 2015 - 2016

Worked closely with 35 percent of clients to ensure that all of their needs were met. Communicated regularly on the status of projects as well as any new information or marketing strategies. Other tasks included:

- Working closely with co-workers to ensure that all projects were completed, assisting when possible
- Developing web copy and additional content for websites, blog posts, etc.
- Minor web development utilizing the Joomla! Content Management System (CMS)
- Creating social media posts for clients and Stimulus Advertising as well as creating various social media campaigns

Part-Time Customer Experience Coordinator

TJ Maxx / 2015 - 2016

Supervised the front-end staff (6-10 people). Worked with cashiers and management to ensure that all employees followed the "best methods" that were promoted by the company. Responsibilities also included monitoring customer experience and engagement, handling all monies at the registers, creating daily schedules that included breaks and recovery areas at the close of business and merchandising for the front queue lines.