

# BENJAMIN MARTIN

VANKLEEK HILL, ONTARIO BEN@DIGITALINFLUENCE.CA · 613-678-2637

WORK EXPERIENCE



## MARKETING & I.T. MANAGER 2017-PRESENT, VANKLEEK HILL

Complete branding refresh including website, catalogue, product manuals, print ads, and literature. Produced and edited product videos and magazine articles. Responsible for grants, permits, work visas, residency, and all staff training. New Business Development including dealers, and distribution networks. Launched an e-commerce site with automated inventory and shipping. Increased web traffic by 567%. Coordinate and produce media for marketing campaigns, Google Ad Campaign optimization, SEM, and SEO tweaking. Manage two budgets, media buys, SWAG, translators, copywriters, development team, designers, and trainers. Entertained clients and sales quotes. Tradeshows setup, exhibiting, materials and planning.



## OWNER 2002-2020, VANKLEEK HILL

Owned and operated business for over 20 years: Print and web design as well as computer repair. Managed translators, programmers, designers and content developers. Worked with Microsoft - Bing and Hotmail.ca's launch campaign. autoTRADER.ca - website, microsities, TV loops. mySpace - microsities and CSS. Telus - newsletter and micro-site, Fido & Rogers - banners and graphics for mobile portal, Astral Media / Bell Media - website maintenance TMN.ca, Mpix.ca, Viewerschoice.ca, Family.ca. Created TV screens for ITV channels and direct mail postcards. Dairy Farmers of Canada - microsite, Bombardier - annual report and media invites. Reitmans - banners and subway TV ads. Reversa - site updates. Yellow Pages - microsities. DART Aerospace - teaching: Adobe software including Photoshop, Illustrator, and InDesign.



## SENIOR PRINT DESIGNER 2007-2009, TORONTO

Trained new designers, organized branding project scheduling, and assigned tasks to project staff. Creating and refining the Canadian brand as well as website, billboards, posters, stands and packaging.



## WEB DESIGNER 2005-2007, TORONTO

Created graphics and micro-sites for Sympatico MSN as well as create content for tribute.ca, enprimeur.ca, empiretheatres.com, sonypictures.ca, www.warnerbroscanada.com. Stream video to flash, and created weekly newsletter. Branding, graphics and press releases for the movie Shark Water.



Astral Media

## WEB DESIGNER 2000-2005, TORONTO

Design micro-sites, stream video interstitials and create graphic content for Super Ecran, The Movie Network, MPix, Viewers Choice, Canal Indigo and Family Channel. Led the MPix.ca site re-design and won gold for design and art direction from the Digital Broadcaster Association. Maintained, updated and managed projects and sales promotions on sites, as well as created mini-sites for special events and contests using PHP and MySQL. Created print graphics, posters and page layouts, including full-page ads in The Star, Globe and Mail, Starweek Magazine, Communicator, T.V. Guide and Play Back magazine.

EDUCATION

## DIGITAL MEDIA TECHNICAL PRODUCTION 1998-2000

Marketing, Branding, Design, Layout, Interactive Media, Video Editing, 3D Animation, Print Production, Internet Application Development, Audio Editing, SEO, SEM, HTML, and CSS.



## COMPUTER ENGINEERING 1995-1998

Computer Hardware and Architecture, Electronics, PLC Programming, Circuit Board Design and Production, C, C++, Visual Basic, Pascal, and Other Programming Languages, UNIX, Networks, and Database Design.



VOLUNTEER

## KNOX PRESBYTERIAN CHURCH - BOARD OF MANAGERS & KIRK SESSION

**Board of Managers:** Managing the maintenance and up keep and the church and manse.

**Kirk Session (Elder):** Lead the parishioners under my care.

## VANKLEEK HILL HISTORICAL SOCIETY - DIRECTOR 2019-PRESENT

Plan and organize fundraisers. Review artifacts submitted to the VKH Museum. Currently planing for Vankleek Hills 225<sup>th</sup> anniversary.

