

Benjamin Pinfield

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SUMMARY

Marketing professional with two years of experience, including work in defense, aerospace, and biotech. Proven track record in generating leads, creating impactful marketing campaigns, and driving revenue growth. Currently seeking a role where I can leverage my comprehensive skill set to enhance brand engagement and support business initiatives.

Credo - Remote, Tampa, FL

Dec. 2022 – Present

Account Executive

Credo is a video production house which has created large scale productions for a wide range of government and corporate clients in the defense space, including the U.S. Air Force and Coast Guard.

- Played a pivotal role in growing the company by 300% over one year by participating in revenue-generating activities such as lead generation, booking meetings, and creating proposals
- Responsible for editing, writing copy for, and posting a weekly podcast and corresponding vertical shorts for San Francisco-based VSC Ventures, adhering to brand guidelines and tone. This content featured leaders in the climate tech and venture capital space, posted across Tik Tok, Instagram, Youtube, LinkedIn, and Spotify
- Spearheaded a social media campaign that generated 54 qualified leads over five months for biotech client Immunis, ultimately allowing them to complete their first-round clinical trial
- Ran an ongoing email marketing campaign, resulting in an response rate of 14% and ~ 4 booked meetings a month with defense contractors/tech companies (employee count 20-250)
- Co-produced and edited overview/product videos for emerging leaders in the defense space such as Saildrone, Numerica, and Digital Force Technologies
- Effectively managed quick deadlines while working on multiple projects in Adobe Creative Suite and other programs

Visikol - Hybrid, Hampton, NJ

July 2022 – Dec. 2022

Digital Marketing Intern

Visikol is a startup company at the cutting edge of biotechnology, specializing in drug discovery and tissue imaging.

- Coordinated with Visikol's marketing team to produce and direct a four-day shoot at their New Jersey labs for a ribbon-cutting ceremony, brand video, and five product videos
- Fully edited each of these videos utilizing skills such as: product research, file management, cutting for script and time, color grading, motion graphics, and sound design
- Performed independent research to create diagrams of product capabilities, in order to help potential customers better understand Visikol's offerings, such as HUREL microliver models
- Coordinated with senior management and marketing team for editing direction and revisions

Freelance - Florida/Los Angeles

May 2018 – Aug. 2023

Video Director/Editor

- Responsible for planning and directing a brand campaign for Genie Life Sciences, which included a brand video, product video, product photography, trade show design for banners/tablecloths, 5 unified product logos, and a brand guide
- Filmed/edited weddings and other projects under Tally Entertainment, which won Best in Florida for video
- Directed/edited videos for local businesses including brand, event, franchising, training, and social media videos

EDUCATION

Florida State University - Tallahassee, FL

2019 – 2022

B.S. Marketing, GPA: 3.6 / Honors: Cum Laude, Early Graduate

Relevant Coursework - Marketing Strategy, Advanced Sales, Multinational Business Operations, Quantitative Methods for Business Decisions, Strategic Management and Business Policy, Consumer Behavior, Spreadsheets for Business

TECHNICAL SKILLS

- Expertise in video editing software (Premiere Pro, Davinci Resolve)
- 2D and 3D motion graphics (After Effects Blender)
- AI and automation tools such as Zapier, ChatGPT, and Midjourney
- CRM software such as Salesforce and Hubspot
- UI design software such as Figma and Adobe XD
- Email marketing software such as Mailchimp and Lemlist
- Copywriting, editing, scheduled posting
- Data analysis, analytics, promotion
- Proficient in Microsoft Office applications including automation and formulas within Excel
- Photo editing and design software such as Canva, Photoshop, and Lightroom