

BEN PETRAGLIA

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EDUCATION

Chapman University, Argyros School of Business, Orange CA

Graduation May 2012

Business Administration Major

Emphasis & Core Curriculum in Entrepreneurship

MARKETING & CREATIVE EXPERIENCE

Head of Marketing (Co-Founder), Solé Bicycles, Los Angeles

January 2010 - Present

- Co-founded Solé Bicycles out of a college dorm room, and build into over \$1mm in revenue
 - Directed all marketing strategy for Solé Bicycles (www.solebicycles.com), since inception
 - Ran ideation, production, and implementation of;
 - E-commerce/Digital strategy
 - Product Development
 - Pricing Structure
 - Retail Storefront Marketing
 - Seasonal Large Scale Ad Campaigns
 - Social Media
 - Public Relations
 - Any / all other aspects of a multi-channel marketing approach
 - Managed a team of 3-5 on a daily basis, delegated and coordinated tasks
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SALES & BUSINESS DEVELOPMENT EXPERIENCE

Sales Director, (Co-Founder), Solé Bicycles, Los Angeles

January 2010 - Present

- Directed all sales strategy for Solé Bicycles since inception (Responsible for over \$1mm in annual sales)
 - Developed & implemented and Omni-channel sales strategy (E-commerce, Branded Retail, Wholesale, B2B)
 - Concepted & executed two brick and mortar flagship stores, and managed two full branded pop-up shops
 - Managed a team of 2-4 on a daily basis, delegated and coordinated tasks
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Misc EXPERIENCE

Airbnb Proprietor, Airbnb, Venice Beach

January 2015 - Present

- Researched Airbnb trends to identify opportunity
- Created makeshift Airbnb environment
 - <https://www.airbnb.com/rooms/3962349>
- Ran Public Relations for property (Securing KTLA Placement)
 - (<http://ktla.com/2014/09/18/venice-residents-tent-for-rent-money-smart/>)
- Managed & grew to over 10k in Revenue per year

Marketing Associate (Freelance), Welcome Stranger, San Francisco

January 2015 - Present

- Lead Content Strategy (ideation & production)
- Assisted with overall Digital Strategy
- Managed all brand copywriting