

BENJAMIN T. PRICE

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EXPERIENCE

National Academy of Video Game Trade Reviewers (NAVGTR) – remote

Content Strategist, Marketing Manager

August 2023-Present

- Revamped NAVGTR's online content strategy, including starting the company blog and overhauling all social media channels.
- Single-handedly ran social media, including posts across LinkedIn, Twitter (X), and Instagram, including creation of weekly posts, implementing growth strategies and analysing user metrics.
- Wrote weekly blog posts that utilized various SEO keyword research and social media management tools including SEMRush, Buffer, and Google Analytics.

HEXEUM – remote

Content Strategist

February 2023 -July 2023

- Spearheaded Hexeum's content strategy. Wrote various blog posts, guides, and lists about Twitch, YouTube, Kick, and other streaming-related subjects for Hexeum's official blog.
- Built relationships, organized meetings and communications, and led interviews with various video game industry experts, high-profile clients, and influencers. Served as key point of contact for gaming content creators.
- Worked with other team members (including CEO) to keep them informed of campaign progress and roadblocks.

SUPER DISPATCH – Kansas City, MO (remote)

Content Strategist

February 2022 – February 2023

- Overhauled Super Dispatch's online presence, including both social media and company website by increasing the rate of blog post and marketing copy production by 75% through utilization of AI writing tools.
- Headed the creation of all creative content for Super Dispatch's website, including articles for official website blog, marketing collateral, email writing, PR writing, web copy writing and copy editing, and social media posts.
- Created and edited engaging social media content, while scheduling 2+ weeks in advance via Hootsuite.
- Developed SEO strategy by conducting market research, keyword research strategy, creating targeted content, and increasing web traffic by over 20% within the first six months and over 50% within one year.

LIGHTSTREAM – remote

Content Strategist

July 2021 – February 2022

- Wrote long-form guides and listicles for Light Stream's official blog. Worked alongside Light Stream's marketing manager.
- Created blog posts on subjects including computer equipment buying guides, Twitch streaming guides, best streamer practices, video game guides, etc.

MICRO CENTER – remote

Copywriter & Blog Writer

June 2020 – July 2021

- Wrote long-form tech buying guides and listicles for Micro Center's blog on various computer products including computer parts, mobile devices, PC gaming rigs, and more.
- Created web copy for Micro Center store web pages, product pages and descriptions, and various other web copy. Composed content for other fields such as FAQs, technical specifications, graphs, etc.
- Conducted comprehensive research on assigned products and collaborated with internal departments to gain information for product descriptions.

SJR RESEARCH – Gettysburg, PA (remote)

Freelance Content Writer

September 2020 – December 2021

- Researching and writing blog posts on topics related to video games with strong roots in history.
- Wrote three blog posts per week; brainstormed topics while coordinating with the blog editor.
- Crafted timely news pieces, editorials, and game reviews on a weekly basis. Captured gameplay for the purpose of game reviews, video reviews, and "first impression" articles for current games.

THE FOURTH WALL THEATER COMPANY – Sacramento, CA

Marketing Manager

March 2018 – May 2020

- Spearheaded the Fourth Wall's marketing department; created all social media content, web copy, and marketing materials (print ads, online banners, etc). Managed graphic design and production of event elements.
- Ran community Discord, arranged and hosted events (both live and digital via Zoom), conducted Twitch streams.
- Created and edited engaging social media content, while scheduling 2+ weeks in advance via Hootsuite.
- Represented company at various live events. Assisted with on-site set up and tear down for events and productions.
- Ensured all projects and productions to be on time and on budget.

EDUCATION

SACRAMENTO STATE UNIVERSITY – Sacramento, USA

August 2014 - December 2018

Bachelor of Arts, English Literature & Composition

ADDITIONAL

Technical: WordPress, SEMRush, Hootsuite, Buffer, MS Office, Excel, Word, PowerPoint, Google Suite, Google Analytics, Zoom, Asana, Slack, Dropbox, Adobe Photoshop, Adobe Premiere Pro, OBS, Discord, Canva

Hard Skills: B2B writing, B2C writing, SEO, keyword research.

Soft Skills: Collaboration, project management, scheduling, organization, effective communicator, independent, deadline oriented, self starter, content planning, content audits and analysis, content mapping

Certifications & Training: Certified SEO Expert (HubSpot University), Certified Social Media Expert (HubSpot University)