

BEN WILSON: Brand + Marketing Strategist

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I am a **curious** and **creative strategist** with a **deep technical background** and a keen interest in **research** and **data**. An architect and engineer at heart, I love **digging deep** and **designing amazing branding, marketing and product strategies + processes**. With diverse client, leadership, and technical experience I can be a strong multifaceted addition to your team.

EXPERIENCE

VIA Studio / eResources » 2013 to Present

Director of Strategy (2019-current)

Founding leader of Strategy at VIA Studio. Responsible for setting the strategic agenda of work, people and processes inside the agency, while serving clients on multiple cross-disciplinary teams. Focused on creating, executing and iterating brand and marketing processes and practices. Critically involved in day-to-day work while providing practical leadership to all teams and clients. Heavily involved in prospecting and onboarding new clients, and growing existing accounts.

Senior Digital Strategist/PM (2013-2019)

Joined VIA Studio to move forward with an agency focused on digital strategy. Managed VIA's lead clients while building our brand and marketing strategy capabilities.

Notable clients: Florida Farm Bureau, Kentucky Performing Arts, Bernheim Forest, ScholarRx, GE Firstbuild, Parks Alliance of Louisville

Power Agency » 2003 to 2013

Lead Developer (2009-2013)

Grew to lead the Power interactive dev team. Managed workflow, designed new processes and developed our in-house talent while developing amazing digital projects. Supported the agency by introducing user-focused digital design and accurately scoping and estimating projects.

- 2013 AdFed BEST IN SHOW: GE Energy "Climb Time" interactive experience

Senior Web Developer (2003-2009)

Full-stack developer, translating digital design into functional, standards-compliant websites, apps and experiences.

Corvus Digital Solutions, Louisville, KY » 1999 to 2003

Systems Analyst + Developer

Systems analysis and full-stack dev for Kentucky's largest web startup agency.

EDUCATION

University of Louisville, Louisville, KY

Bachelor of Science, Computer Information Systems (CIS)

Google Data Analytics

Professional Certificate (2023)

CORE STRENGTHS

- Brand + Marketing Strategy
- Qualitative + Quantitative Research + Analysis
- Strategic Thinking, Organization
- Writing, Visualizing + Presenting
- Creative Concepting + Collab
- Team Collaboration, Mentoring and Leadership

TECHNICAL EXPERIENCE

Google Ads + Analytics Certified / Facebook Blueprint Certified

Data Analysis + Visualization: Google Spreadsheets, Excel, SQL, Tableau

SEO + Optimization: SEMRush, Ahrefs

Extensive experience as full-stack developer and database designer

NOTABLES

Lincoln Performing Arts Elementary (LPAS) Coach + Volunteer

Avid Cyclist + Runner

Boy Scout, Life Rank

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CASE STUDIES

GE Appliances FirstBuild

VIA Studio worked closely with GE Appliances FirstBuild to quickly launch two super-success crowdfunded consumer appliances: Forge Clear Ice and Opal Nugget Ice machine. I played the role of lead strategist on a number of brand and marketing initiatives surrounding these and other crowdfunded FirstBuild products from their inception to launch, and beyond.

I was responsible for leading cross-functional teams of creatives and developers with data-backed marketing and go-to-market strategies for their unique products. Among other successes, we drove a 300% crowdfunding campaign for [Forge Clear Ice](#), and helped promote [Opal Nugget Ice](#) to its current status as a GE Profile appliance.

For FirstBuild, I used my research, listening and collaboration skills to devise and promote go-to-market strategies in a startup environment. Organizing and analyzing qualitative and quantitative research, I can provide the launchpad for any unique product.

Jack O’Lantern Spectacular

Since 2020, VIA Studio has partnered with the Parks Alliance Louisville, and we have led the marketing strategy and execution for their wildly successful Jack O’Lantern Spectacular event.

My work for the Jack O’Lantern Spectacular led me to craft and lead the execution of a comprehensive, data-backed media and marketing plan that achieved amazing success for three seasons running. I worked closely with the client, media vendors and creative and development staff to execute a strategic, organized, targeted and end-to-end tracked campaign that helped carve out a permanent spot for the Jack O’Lantern Spectacular in the region as THE Halloween event.

In having a fearless attitude towards new challenges with an approach that is organized and focused, I can help your organization, brand or product succeed.

Bernheim Arboretum + Research Forest

VIA Studio began a partnership with Bernheim Arboretum + Research Forest in the Fall of 2022. What initially began as a limited engagement blossomed into a full service partnership as I worked directly with Bernheim leadership to build out and execute an achievable, sustainable 3-5 year roadmap.

My work with Bernheim included leading the Brand Strategy process, managing their marketing and providing critical tactical work when needed. In deep collaboration between VIA and Bernheim, we came to a consensus on goals and priorities for the organization and provided a well-organized, aspirational (yet achievable) marketing strategy that is in lock-step with those priorities.

In combining expertise in strategic brand and marketing thinking, team leadership, and fundamental technical creative skills, I can gain trust and traction quickly for any industry and organization - just as I did for Bernheim.