

BEN WILSON

CURIOUS + CREATIVE STRATEGIST

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In my 20-plus years of digitally-focused agency experience, I've grown from a full-stack developer to strategist to a dynamic, creative, collaborative leader. I've put this curious combination of analytical + creative skills to work to build agencies, grow teams, lead super successful projects and - at the end of the day - find out.

My passions lie in **digging deep, creating** and **collaborating**.

CORE STRENGTHS: Analyzing + Organizing Complex Systems • Translating from Research to Action • Writing, Visualizing + Presenting • Creative Concepting + Collab • Mentoring and Leadership

PROFESSIONAL EXPERIENCE

Director of Strategy, VIA Studio

2019 - Present

In 2019, I founded the Strategy department at VIA Studio, becoming Director. As a member of leadership and the head of Strategy, I define and implement strategic practices throughout the agency while serving as lead strategist on numerous critical client projects.

NOTABLE ACHIEVEMENTS:

- [Kentucky Performing Arts rename/rebrand](#) project management, brand strategy and copywriting
- [FirstBuild Forge Ice Machine](#): Led strategy for super-successful crowdfunding launch of a new product from GE Appliances
- Critical involvement in new business development and partnership management
- Creation of numerous successful strategy processes, including branding, positioning, auditing, and reporting

SENIOR DIGITAL STRATEGIST, VIA Studio

2013 - 2019

Seeking to expand my skill set and explore the emerging world of digital strategy, I joined VIA Studio in 2013.

NOTABLE ACHIEVEMENTS:

- Led the digitization and launch of mrbostondrinks.com for Sazerac - which resulted in the [JUDGES AWARD and GOLD AWARD](#) at the 2017 Louisville AdFed Louie Awards.

LEAD DEVELOPER, Power Agency

2003 - 2013

I was invited to join Power in 2003 as a developer. In that role, I utilized my systems analysis skills to assist project management and new business to specify & create innovative solutions for our clients. In combination with my ability to listen and communicate soon made me a critical part of a quickly growing digital team. In 2009, I was tapped to lead the Power Digital team of a dozen strategists and developers.

Day-to-day, my role included leadership and team management, client interaction, scoping and estimating projects, information design, UX design, strategy and development.

In my **leadership role** with the Power Digital team, I facilitated and managed workflow, designed new processes and developed our in-house talent while developing amazing digital projects.

NOTABLE ACHIEVEMENTS:

- 2013 Louisville AdFed **BEST IN SHOW**-winning experience for GE Energy: [Climb Time](#)
- 2013 Gold Addy Award for GE Appliances [Monogram.com](#) Kitchen Design App
- Lennox' first mobile application ([iOS](#) and [Android](#))
- Lennox Energy Savings Calculator ([desktop](#), [mobile](#))
- Many large-scale website designs: [Lennox.com](#), [Interlogix.com](#), [ArmstrongAir.com](#)

Notable clients: GE Appliances, GE Aviation, GE Energy, UTC, Lennox, University of Louisville, Hillerich & Bradsby, Olmsted Parks Conservancy, Commonwealth Bank and Trust

CORVUS DIGITAL SOLUTIONS | Louisville, Kentucky

1999-2003

Systems Analyst / Developer

UNIVERSITY OF LOUISVILLE | Louisville, Kentucky

Bachelor of Science, Computer Information Systems (CIS), 2000

TECHNICAL SKILLS + CERTIFICATION

- Google Ads + Analytics Certified / Facebook Blueprint Certified
- Wide experience with many CRM + marketing systems
- Proficient with Google Spreadsheets / Excel, SQL, Data Design + Visualization tools

OTHER WORKS

- Showrunner and Emcee for [The Great VIA Spelling Bee](#)
- ["Designing Content for the Web"](#), live presentation to City of Louisville employees

PERSONAL NOTES

- Head Coach of Lincoln Performing Arts Elementary Cross Country (2016-present) and serve as a school council parent representative (and frequent volunteer-at-large).
- Active, competitive(?) runner, cyclocrosser, mountain biker, and road cyclist
- Achieved Life Rank, Boy Scouts