

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 **brand + marketing agency 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 • Brand + Marketing Strategy • Mentoring and Leadership

PROFESSIONAL EXPERIENCE

Director of Strategy » VIA Studio

2019 - Present

In 2019, we founded the Strategy department at VIA Studio, and I became Director. In this role, I am responsible for the work and people of our Strategy discipline. My day-to-day work includes assessing prospective client needs, performing qualitative and quantitative research, crafting creative brand strategy, planning and executing data-driven marketing campaigns, plotting short- and long-term strategies for our clients and working to advance my team members in their careers.

Senior Digital Strategist » VIA Studio

2013 - 2019

Seeking to expand my skill set and grow into digital strategy, I joined VIA Studio in 2013.

NOTABLE ACHIEVEMENTS:

- Strategy + tactical execution of [Jack O'Lantern and Winter Woods Spectacular](#) advertising campaigns
- [FirstBuild Forge Ice Machine](#): Led strategy for super-successful crowdfunding launch of a new product from GE Appliances
- [Kentucky Performing Arts rename/rebrand](#): project management, brand strategy and copywriting
- 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.
- Created or refined numerous successful strategy processes, including branding, positioning, auditing, reporting.
- Critical involvement in new business development and partnership management.

LEAD DEVELOPER » Power Agency

2003 - 2013

I joined Power in 2003 as a developer. In that role, I utilized my systems analysis skills to assist project management and new business to specify and create unique digital projects for clients. My ability to listen and communicate made me a critical part of a quickly growing digital team. In 2009 I was promoted to Lead Developer to head the Power team of developers.

Day-to-day, my responsibilities focused around 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:

- Introduced Google Analytics and user-focused website design and planning to agency
- 2013 AdFed BEST IN SHOW award for [GE Energy Climb Time](#) large-scale interactive experience
- Developed Lennox' first mobile application ([iOS](#) and [Android](#)) and Energy Savings Calculator ([desktop](#), [mobile](#))

CORVUS DIGITAL SOLUTIONS » Louisville, Kentucky

1999-2003

Systems Analyst / Developer

UNIVERSITY OF LOUISVILLE » Louisville, Kentucky

Bachelor of Science, Computer Information Systems (CIS)

TECHNICAL SKILLS + CERTIFICATION

- Google Ads + Analytics Certified / Facebook Blueprint Certified
- Proficient with Google Spreadsheets / Excel, SQL, Data Design + Visualization tools
- Wide experience with many CRM + marketing systems
- Extensive experience with analytics platforms and data
- Extensive experience with PHP, HTML, Javascript, Python, Linux, systems admin

OTHER WORKS

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

PERSONAL NOTES

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