

BENJAMIN MARTIN

Vankleek Hill, Ontario | Ben@digitalinfluence.ca | 613-678-2637

WORK EXPERIENCE

METEC Metal Technology Inc. - Marketing Manager

2017 - Present, Vankleek Hill, ON

- › Spearheaded comprehensive marketing efforts, including trade shows, grant applications, permits, and foreign workers.
- › Drove new business development through dealer relationships, distribution networks, and effective B2B and B2C interactions.
- › Successfully executed a brand refresh initiative and produced/editing product images, videos, websites, print ads and magazine articles.
- › Launched an e-commerce platform with automated inventory management and shipping processes, resulting in a remarkable 567% web traffic increase and 351% sales growth.
- › Orchestrated multimedia content for marketing campaigns, optimized Google Ad Campaigns, and fine-tuned SEM and SEO strategies.
- › Managed two budgets, media purchases, translators, copywriters, development teams, programmers and designers.

Digital Influence.ca - Owner

2002 - 2020, Vankleek Hill, ON

- › Owned and operated a business for over 20 years, specializing in print and web design, computer repair, and project management.
- › Collaborated with notable clients including Microsoft, autoTRADER.ca, mySpace, Telus, Fido, Rogers, Astral Media, Bell Media, Dairy Farmers of Canada, Bombardier, Reitmans, Reversa, Yellow Pages, and DART Aerospace.
- › Taught Adobe software, including Photoshop, Illustrator, and InDesign.

Amp'd Mobile - Senior Print Designer

2007 - 2009, Toronto, ON

- › Mentored and trained new designers, organized branding project scheduling, and delegated tasks.
- › Led the creation and refinement of the Canadian brand, encompassing website design, billboards, posters, stands, and packaging.

Tribute Magazine - Web Designer

2005 - 2007, Toronto, ON

- › Designed graphics and micro-sites for Sympatico MSN, Warner Brothers, Sony and managed content for various entertainment websites.
- › Streamlined video interstitials for online and produced a weekly e-mail newsletters.
- › Branding, graphics, and press releases for the movie "Shark Water"

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Astral Media - Web Designer

2000 - 2005, Toronto, ON

- › Led the re-design of MPix.ca, earning Gold recognition for design and art direction.
- › Created micro-sites, stream video interstitials, and generated graphic content for multiple channels.
- › Maintained and managed site updates, projects, and sales promotions while creating mini-sites for special events and contests.
- › Developed print graphics, posters, and page layouts for different publications.

EDUCATION

Digital Media Technical Production - Seneca

1998 - 2000, Toronto, ON

Studies encompassed marketing, branding, design, layout, interactive media, analytics, video editing, 3D animation, print production, internet application development, audio editing, SEO, SEM, HTML, PHP, ASP and CSS.

Computer Engineering - Humber

1995 - 1998, Toronto, ON

Covered computer hardware, electronics, PLC programming, circuit board design, C, C++, Visual Basic, Pascal, UNIX, networks, and database design.

VOLUNTEER

Vice President - Vankleek Hill Historical Society

2019 - Present, Vankleek Hill, ON

Planned and organized fundraisers, reviewed artifacts for the VKH Museum, and initiated a Heritage grant application for building repairs.

Director & Elder - Knox Presbyterian Church

2017 - Present, Vankleek Hill, ON

As a board member, managed maintenance and upkeep of the church and manse. Also, led the parishioners under my care as a Kirk Session Elder.

References Available Upon Request

Please Visit: www.digitalinfluence.ca