
BENJAMIN PERRY

MARKETING, COMMUNICATIONS & CONTENT DEVELOPMENT

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Professional portfolio:
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Profile

I believe in the power of creative storytelling to bring together content creators and content consumers with a common goal. With more than ten years of experience in B2B and B2C content planning and development, I am able to identify communications needs and execute high-impact deliverables across all forms of media—including print, packaging, social media, blogs, web and video—in direct response to those needs.

Experience

Freelance Copywriter and Branding Consultant (2018-Present)

I currently write, edit and consult on a wide range of communications needs for a variety of B2B and B2C organizations, including [Only Natural Pet](#), [ONE Brands](#), [Maxar Technologies](#) and more.

Content Marketing Manager, DigitalGlobe; Westminster, CO (2016-2018)

I led development of deliverables for internal and external B2B audiences, including:

- Corporate marketing — websites, emails and landing pages, advertisements, videos, brochures, data sheets and other collateral, and more
- Corporate communications — blog and social media posts, internal and external FAQs, sales training tools and more

Senior Brand Communications Specialist, Celestial Seasonings and The Hain Celestial Group; Boulder, CO (2008-2016)

I led content development for all facets of marketing and communications, including:

- Packaging — product naming, romance copy, ingredients, certifications and more
- Brand communications — all social media channels and web pages, press releases, advertising campaigns, sustainability initiatives and more
- Strategic content — crisis communications and new concept development

Instructor, Front Range Community College; Longmont, CO (2005-2008)

I taught freshman and sophomore-level courses in writing, humanities and literature. I also mentored young and returning students on their developmental needs.

Education

The University of Colorado, Boulder, CO — M. A. in English Literature (2002)

The Pennsylvania State University, University Park, PA — B. A. in English Literature (1996)
