

Benjamin J. Nau

cell phone 312.788.7809 email: Ben@BenjaminNau.com

experience

2005 - Present: Principal, n³cubed marketing

Freelance and contract marketing services

Clients: Silver Mine Subs (26-location sub sandwich franchise), Aftermath, Inc. (national biohazard remediation company), The Hershey Company, Walmart and several aftermarket automotive manufacturers/retailers.

Projects: Create and produce branding, marketing plans, print catalogs, banner ads, SEO, SEM, CPC, websites, social, print, newsletters, direct mail, PR and more. Recent campaign tripled previous banner ad click through rates for a client. Magazine ROP ad run generated more sales than a manufacturer could fill.

Rebranding & Remessaging Services for Aftermath, Inc.

National biohazard remediation company

Tasks: Hired to create a new brand image and targeted messaging for a highly specialized company. Directed team of seven individuals. Successfully completed rebranding and remessaging. Reported to CEO.

Projects: Rebranded company with new messaging and creative look. Applied new brand and wrote new copy for all current and planned future marketing materials. Created year-long marketing calendar that included a website redesign, CPM/CPC, print/ROP, direct mail, public relations, newsletters, social and video. Developed iPad app. Created public relations crisis communications plan.

Branding and Design Services for Silver Mine Subs Inc.

26-location sub sandwich franchise

Tasks: Ongoing branding and creative service for entire franchise. Tasked with management, creative design and copy writing as well as production of all marketing materials including nine yearly franchise-wide promotions, plus individual restaurant requests and more while staying on brand, yet evolving the image.

Projects: Create and produce CPM/CPC ads, social media posts/images, ROP, email, POP, direct mail and other miscellaneous print as well as conduct photo shots of products for marketing purposes.

2007 - 2012: Creative Director, FaceTime Strategy (Formerly CSA Advertising)

National marketing firm specializing in new and traditional marketing for medium to large companies.

Tasks: Create integrated marketing campaigns from concept to completion, including branding, print, broadcast social and interactive. Managed creative group to produce marketing materials on-schedule and on-budget. Developed creative. Collected and provided reporting on marketing results. Produced film and still shoots. Created, managed and reported on search engine marketing. Final proofed all creative and color proofed on-press materials. Researched, purchased and maintained technology. Reported to president and executive vice president.

Clients: Presented to, and communicated with a wide range of clients including Metro Self Storage (90+ location storage chain), Humana (national insurance provider), Century Tile (Chicago-based retail chain), KidSnips (9 location salon for kids), be.group (multi-location senior living community), Kriebel Wells (natural gas producer/investment company), Silver Mine Subs (26-location sub sandwich franchise) and more.

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experience continued

2003 - 2007: Advertising Director, Plunkett Home Furnishings

Home furnishings retailer with six locations in the Midwest

Tasks: Directing all advertising activities including management of multi-million dollar advertising budget. Evaluated and purchased printing, newspaper, magazine, television and radio space. Created and implemented annual marketing calendar. Reported to chief executive officer.

Projects: Focused on creation and production of advertisements for newsprint, broadcast, direct mail and magazine. Produced broadcast materials. Wrote copy for marketing materials. Measured and reported on success of marketing campaigns and mediums. Created POP, product catalogs and window/outdoor signs. Evaluated, purchased and maintained technology. Webmaster of e-commerce website.

education

Illinois Wesleyan University, Bachelor of Fine Arts. Major in Fine Arts with an emphasis in Graphic Design and a minor in Marketing.

Benedictine University, Master of Business Administration. Concentrations in Marketing and Internet Marketing. Currently taking classes.

skills

Expert in the following applications: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), QuarkXPress and Microsoft Office. Intermediate in Final Cut Pro X production. Highly experienced in Mac OS X and Windows. Proficient in HTML and CSS. Ability to pick up new programs and technology quickly.

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