



BENREFFIE

IS MORE CREATIVE THAN YOU ARE

At this point in my career, I feel like I could do anything related to design or marketing and excel at it. I've worked with print pieces, product packaging, websites, banner ads, logos, videos, animations, illustrations, brand messaging, writing copy ... just about everything.

Even with one full-time job managing all aspects of a top tier marketing automation platform for a large corporation and doing product packaging and other miscellaneous design work on the side, I still feel that I have ideas and creativity that are not being put to use.

I've come to the conclusion that this is my differentiator as a designer. I feel the unlimited potential to my creativity and my ability to provide fresh ideas to any project I'm given is what makes me more valuable than the next designer.

I can apply my creativity to anything.

BENREFFIE | SIXREFFIE.COM | SIXREFFIE@GMAIL.COM

WEB DESIGN

- Professional experience with XHTML, CSS, Actionscript
- Experience working with Javascript, JQuery, ASP, XML
- Skilled at design and front-end development

EMAIL MARKETING

- Developed email campaigns from concept to artwork to managing the list and hitting send
- Experience building out all aspects of B2B nurture campaigns including scoring
- Helped train others on how to use advanced marketing automation platforms such as Marketo

SOCIAL MEDIA

- Highly knowledgeable on the principles and implementation of social media strategies and how they are changing the way we market
- Experience developing social media campaigns and content for large and small companies

VIDEO | ANIMATION | MOTION GRAPHICS

- Eight years experience non-linear editing
- DVD authorization
- Animated logos, supplemental graphics
- Traditional 2-D animation, Flash animation

GRAPHIC DESIGN

- Experience designing product packaging, magazine ads, business stationary, POP displays
- Excellent traditional illustration skills
- Superior photo manipulation and re-touching abilities

UI / UX DESIGN

- Experience designing user interfaces for the iPhone, DVDs, Corporate Intranets
- Strong understanding of content management and the user experience
- Experience working with the user to figure out the best flow of the interface

ADDITIONAL SKILLS

- Excellent at creating copy and slogans for ads
- Fast learner, team player, driven, great management and organizational skills
- My work has been featured on top design blogs like Smashing Magazine, Abduzeedo, and Comics Alliance and several soccer blogs

APPLICATIONS

Marketo, Photoshop, Illustrator, Dreamweaver, InDesign, After Effects, Flash, Final Cut Pro, Lightroom, Premiere,

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PENSKE TRUCK LEASING 2012–PRESENT

My responsibilities as a senior designer for Penske include providing new ideas and various graphics while staying within our brand guidelines for our social media properties, designing all of our email and landing page layouts and graphics, helping to redesign web properties, and sharing print responsibilities. I also help implement and expand upon creative direction provided to us from outside agencies.

Over the last few months I've also been assuming the responsibilities of a managing role, running team meetings for our creative staff, reviewing all creative that goes out the door, and providing art direction on new initiatives to a small team of designers.

What I mainly do is run every aspect of our email marketing efforts from start to finish. Which includes developing the concept of the initial request further, designing and coding all of the assets, setting up automated triggers and lead scoring, building and implementing web forms uploading and managing lists, scheduling sends, running reports, managing our database communications between Salesforce and Marketo, staying up-to-date on industry trends and best practices, staying up-to-date on new product releases, and after all of that ... Attempting to plan ahead and think about the things we should be doing before someone requests it.

EDUCATION

Bradley Academy for the Visual Arts, York, PA
Associate Degree in Specialized Technology
Major: Digital Arts
Alpha Beta Kappa National Honor Society

RANDOM ACHIEVEMENT

I shared a few soccer jersey ideas with a closed group on Facebook of about 3,000 international members. This led to 28,000 organic impressions on my twitter account over the weekend, a 620% increase in traffic to my portfolio site for the month, over 5,000 likes on the various pages the images were shared on, and I found my name and work on soccer blogs across the globe in several different languages.

RADIUS TOOTHBRUSH 2010–PRESENT

Radius first contracted me to clean up their website and optimize its functionality for the holiday season. After that, they continued to give me work designing logos for various products and creating some additional emails and social assets. At this point, I've redesigned all of their product packaging and continue to design most of their print materials, trade show displays and web content.

ELADIO PRODUCTIONS 2007–PRESENT

Eladio Productions has contracted me for various projects over the years. I've done motion graphics for them, DVD package designs, logos, Flash animations, and I've even filled in as a production assistant for them a few times. Recently, I've been doing some of their website and media kits for the various TV shows they're involved in creating.

GREG WELTEROTH ADVERTISING 2008–2010

I was hired to start a web division within an existing advertising/media-buying agency. Outside of web design, I was in charge of client's online banner ads, developing concepts for Social Media campaigns, and developing new ways to keep employees engaged and educated on current trends in the industry via our monthly digital company newsletter.

SUPERHERO INDUSTRIES 2009–2012

Superhero Industries was started as a true passion project with a co-worker who was a programmer. We published five websites, two iPhone applications, and one iPad application.