

Benjamin J. Nau

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objective

Established marketing executive seeks challenging position with responsibility for creation, production and execution of results-oriented integrated marketing campaigns.

experience

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

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

Tasked with creating integrated marketing campaigns from concept to completion, including branding, print, broadcast and interactive. Present to, and communicate with, wide range of clients including Silver Mine Subs (26 location franchise), Metro Self Storage (90+ location storage chain), Humana (national insurance provider), Century Tile (Chicago-based retail chain) and many more. Manage creative group to produce marketing materials on-schedule and on-budget. Pitch in on creative and production when necessary. Collect and provide reporting on marketing results. Produce film and still shoots. Create, manage and report on search engine marketing. Final proof all creative and press proof printed materials. Research, purchase and maintain technology. Report to executive vice president.

2005 - Present: Principal, Over-Square Advertising

Freelance full service aftermarket automotive advertising

Assist small aftermarket automotive manufacturers and retailers in reaching current customers and growing customer base. Currently work with eight separate companies to create and produce print catalogs, banner ads, SEO, SEM, CPC, websites, social media, print, newsletters, branding, 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.

2003 - 2007: Advertising Director, Plunkett Home Furnishings

Home furnishings retailer with six locations in the Midwest

Focused on creation and production of advertisements for newsprint, broadcast, direct mail and magazine. Post-produced broadcast materials. Managed a multi-million dollar advertising budget. Evaluated and purchased printing, newspaper, magazine, television and radio space. Created and implemented annual marketing calendar. 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 web site. Reported to chief executive officer.

education

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

skills

Expert in the following applications: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), QuarkXPress and Microsoft Office. Intermediate in Final Cut Pro 7 production. Highly experienced in Mac OS X and Windows. Proficient in HTML and CSS. Ability to pick up new programs and technology quickly.

Online Samples: www.BenjaminNau.com & www.Over-Square.com