

BEN HESCH

12311 Culebra Rd San Antonio, TX | 608-406-0736 | heschben@gmail.com

Education

Digital Marketing, Associate of Applied Science
Western Technical College, La Crosse, WI
GPA 3.87/4.0

April 2021

Skills Summary

Content Creation

- Currently record, edit, and produce a weekly video podcast
- Currently create 7 pieces of social media content each day
- Worked with Light the World Productions to shoot multiple commercials for various companies

Analytics

- Experience in Google Analytics from work with Acoustic Design Works
- Experience with Facebook Advertising Analytics through non-profit work

SEO

- Developed an online marketing strategy for Upstream International
- Developed a Search Engine Marketing strategy for Upstream International
- Did in depth keyword research for Upstream International

Experience

Digital Strategist, Upstream International, San Antonio, TX

August 2020 - Present

- Produce a weekly podcast
- Create 5-7 pieces of social media content per day
- Oversee blog on their website
- Run Facebook, Instagram, and YouTube ads

Sales Representative, Best Buy, La Crosse, WI

September 2018 – December 2019

- Led sales team multiple months in overall sales
- Assisted training new employees