

Ben Steinberg

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EXPERIENCE

Content Coordinator-IMGN Media

July 2023 – Present

Warner Music Group

- Co-manage Snapchat channel for Warner Music Group's SoccerMemes, a leading online soccer brand.
- Increased engagement of SoccerMemes's Snapchat by developing innovative and imaginative daily content featuring news and humor, resulting in over 600,000 views per edition.
- Signed over 70 soccer creators to non-exclusive licensing agreements resulting in increased and enhanced brand awareness of SoccerMemes creators and content.
- Source relevant and compelling photo elements via Getty Images and Shutterstock resulting in enhanced content and higher viewership.
- Collaborate with a team of graphic and motion designers to develop visuals for daily content.

Junior Coordinator, The Academy & Context

May 2021 – Present

WatchMojo

- Edit auto-generated subtitles for videos on various WatchMojo Snapchat channels resulting in accurate captions.
- Managed and wrote content for CEO's "Context Is King" blog, WatchMojo's entrepreneurship website, reaching students and entrepreneurs throughout North America.
- Developed YouTube Polls to gain insights from our community fanbase, resulting in over 100,000 votes per question.
- Participated in team brainstorming meetings, developing corporate strategy, thought leadership, and content calendar.

Digital Platform Operations Intern

June 2022 – August 2022

World Wrestling Entertainment

- Published daily videos to WWE's 90 million subscriber YouTube page, resulting in up to 1 million views on average.
- Monetized and blocked over 40,000 user-generated videos that were subject to copyright by utilizing YouTube Studio.
- Quality-Assured and delivered content in a timely manner to Avid Media & Film Composers by using video and content management systems.

Intern

May 2021 – July 2021

Refuel Agency

- Partnered with leading companies and researched websites for potential ad placements.
- Led and acted as a liaison on key data insights to various executives while analyzing ROI on investments.
- Managed social media analytics of over 150 active social media marketing campaigns.

Marketing Intern

May 2020 - June 2020

911 Chef Eric

- Performed SEO Optimization on WordPress by using plugins for multiple posts and pages.
- Conducted market research and pitched strategic KPI approaches to CEO on how to elevate 911 Chef Eric's brand.
- Generated original content through blog posts and Adobe Suite, Photoshop, and InDesign.

EDUCATION

The University at Albany | B.S. Marketing and Management/Communications

Completed May 2023

- GPA: 3.88/4.0 Summa Cum Laude
- *Presidential Honors Society Student, Club Sports Executive Committee Board Member, Albany Marketing Association, Albany Sports Business Organization, Secretary of Club Tennis Team, Co-Founder and Vice President of Competition at UAlbany Consulting Group*

TECHNICAL SKILLS

Snapchat Studio | Social Media Marketing | Google Analytics | YouTube Studio | Microsoft Office Suite | WordPress |