

Ben Loeffler

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Proficient in building and maintaining relationships with higher ed clients and optimizing partnerships. Strong communication skills and ability to think and plan strategically. Proven expertise in executing marketing strategies across the entire funnel for SaaS, B2B, and nonprofits.

WORK EXPERIENCE

Lead, Digital Accounts and Strategy

Broad Creative | Los Angeles, CA | June 2021 – Present

- Joined as founding team member to drive digital strategy with budgets up to \$300,000.
- Collaborate with clients to identify their strategic business objectives and craft digital services that meet market demands.
- Envision and deploy data governance, security, and technical integrations for clients.
- Undertake qualitative field research and quantitative market analysis to create brand positioning and value propositions.
- Develop training & technical docs for 20 client stakeholders for product utilization & retention.
- Build user journeys to guide growth acquisition strategies.
- Concept MVPs with minimal technical debt and highest innovation velocity.

Product Manager

ApostropheCMS | Los Angeles, CA | November 2019 – June 2021

- Built and grew the Product & Developer Relations teams from ground up, reporting directly to the CEO.
- Crafted product roadmap based on feedback from customers, stakeholders, sales, marketing, engineering, and design teams, resulting in a 30% decrease in customer issues and 50% increase in Github stars.
- Generated 10,000+ user advocates through comprehensive customer marketing initiatives such as tutorials and how-tos.
- Created 6+ partner personas to boost partnership sales and product awareness through research and customer feedback.
- Trained sales and partnerships team and provided them with competitive analysis.
- Orchestrated stakeholder alignment, OKR definition and executive buy-in for key product initiatives.

Director, Digital Strategy

160over90 | Los Angeles, CA | January 2017 – November 2019

- Co-led digital business unit growth and vision, managing a team of 35 with an unparalleled track record in closing 70% of digitally-focused project proposals.
- Pitched, established, and grew accounts with higher clients such as UCLA, UF, and the University of Arizona.
- Developed and maintained trusting connections with Fortune 100 execs, facilitating budgets of \$300K-\$3M.
- Positioned department as highest-earning division, generating more than \$10 million in annual revenue.
- Spearheaded operational initiatives resulting in a 60% gain in productivity.
- Educated emerging talent on accessible design practices through speaking engagements at universities (AIGA).

Contract, Product Designer and Developer

Consultant | San Francisco, CA | August 2014 – December 2016

- Notable clients include NBCUniversal Media, Ghirardelli Chocolate, H2O Beauty, and Use All Five agency.

Lead Front-end Engineer

Spreecast | San Francisco, CA | March 2013 – August 2014

Front-end Developer

Bounteous | San Francisco, CA | January 2012 – February 2013

EDUCATION

BFA Advertising Design

SCAD | Savannah, GA | 2008 – 2011