

ROSS P. BENJAMIN

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SUMMARY

Exceptional communicator, outstanding information architect and persuasive writer and editor in a variety of media, including • print • brochures and collateral • multimedia • websites • videos • proposals • scripts. Absorbs subject matter quickly, identifies important issues, and provides easy-to-understand material for any targeted audience regarding any subject matter.

EXPERIENCE

Trans-Radio Productions, Inc., Boston, Massachusetts **1981-current**

Marketing communicator for varied group of client organizations, from Fortune 500 organizations to mid-sized companies. Client engagements include development of concepts and creation of communications to market a wide array of products and services: internet cash management banking products, web-based instructional assessment services, telecommunications, medical devices, consumer products, manufacturing, biotechnology research, technical services, money management, and companion multimedia to academic textbooks.

Senior Writer, Editor and Producer

Content director of a variety of web sites, videos, multimedia brochures and print collateral, including full responsibility for content, structure, writing and flow

- Understand context and objective of communication
- Gain understanding of concept, product and/or service
- Design structure of effective communication within desired medium
- Write effective and compelling communications in accordance with client objectives
- Collaborate with customer teams (client side) and designers (production side) to achieve desired results

Companies and Concepts – Information Assignments

- Fleet Bank: middle market cash management products, global trade products
- Harcourt Interactive Technology: instructional assessment
- Curis: biotechnology research
- American Management Services: business profit consultant
- Wentworth Institute of Technology: tech-oriented college
- Allyn & Bacon: series of multimedia companion videos to college psychology textbooks
- Koda Enterprises Group: conglomerate of diverse companies
- Veryfine Products: juice products manufacturer
- International Trade Center at the Ronald Reagan Building, DC: commercial lessor
- Adapco, Inc.: manufacturer of high tech equipment for chemical application
- Algotec: digital medical imaging
- World Trade Center Boston: commercial exposition events
- Boston Courthouse Management Associates: commercial real estate and management
- Fleet Capital Leasing: asset-based lending
- Stride-Rite Shoes: children's shoes
- CDC IXIS: money management
- Watermill Ventures: holding company/conglomerate
- Acambis PLC: vaccines

Companies and Concepts – Information Assignments (cont'd)

- Fipoint: financial website, consolidating products and services
- Infotrends: exposition manager
- Risk Management Solutions: risk management company
- Commerce.TV: interactive TV system
- EG&G: provider of management and technical services to US government

Producer

Expand content and concept into visual schemes in variety of media, including web sites, multimedia presentation technology, and print collateral

- Develop main, secondary and tertiary pages, links and jumps
- Develop schematic storyboards and site maps
- Direct production side staff to execute story flow

Manager

Executive and operational responsibility in continuously evolving business-to-business communications company. Managed team of 10-20 employees

- Hired and fired employees and contract workers
- Managed finances of enterprise
- Performed duties of human resources department for small company
- Performed duties of marketing department, including supervision, writing and overview of design of proposals, collateral material, web sites, advertising

EDUCATION

- Juris Doctor, Cum Laude, Northwestern University, Chicago, IL
- Bachelor of Arts, Cum Laude, University of Massachusetts, Amherst, MA