

# Benjamin J. Nau

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## experience

### 2005 - Present: Principal, n<sup>c</sup>ubed marketing

Full service marketing firm, [www.ncubedmarketing.com](http://www.ncubedmarketing.com)

**Clients:** Silver Mine Subs (26-location sub sandwich franchise), Aftermath, Inc. (national biohazard remediation company), Beam Suntory, The Hershey Company, Walmart, Robert Bosch, Blue Water Companies, project44, SHIFT Freight, CarrierDirect, Summit Schools and multiple aftermarket automotive companies, in addition to pro bono work for the American Animal Rescue Society.

**Projects:** Create, write, produce and implement branding, messaging, integrated marketing plans, catalogs, banner ads, SEO, SEM, CPC, CRO, websites, social, print, email/ newsletters, direct mail, public relations, crisis plans and more.

**Results:** Online work tripled previous banner ad click through rates and moved website to first page of organic Google results. Magazine ROP ad run generated more sales than a manufacturer could immediately fill. Helped move brand awareness from zero to hero and land multiple high profile clients for web service.

### Highlighted clients:

#### Branding, Messaging and Marketing Strategy Creation for project44

Web services for the transportation industry

**Tasks:** Create a brand, messaging and marketing strategy for new technology startup.

**Projects:** Created comprehensive brand standards manual including logo, fonts, colors, messaging, style and voice. Developed strategic three-year marketing plan with one-year tactical calendar. Built website and created digital following. Combined digital (email, web and social) and traditional (direct mail, hand-written letters and branded giveaways) marketing to grow from an unknown, unfocused startup, to a mature brand, creating significant brand awareness and a clear path to transportation industry domination.

#### Rebranding and Remessaging Services for Aftermath, Inc.

National biohazard remediation company

**Tasks:** Create a new brand image and targeted messages for a highly specialized company. Directed team of seven. Reported to chief executive officer.

**Projects:** Rebranded company with new messaging and creative look. Applied new brand and wrote new copy for all current and planned future marketing materials. Created year-long marketing calendar that included a website redesign, CPM/CPC, print/ROP, direct mail, public relations, email/ newsletters, social and video. Developed iPad app. Created public relations crisis communications plan amid legal proceedings.

#### Branding and Design Services for Silver Mine Subs Inc.

26-location sub sandwich franchise

**Tasks:** Annual branding and creative services. Tasked with management, creative design and copy writing as well as production of all marketing materials including nine yearly franchise-wide promotions, plus individual restaurant requests and more while staying on brand, yet evolving the image.

**Projects:** Create and produce CPM/CPC ads, social media posts/images, ROP, email, POP, direct mail, flyers, other miscellaneous print and digital projects as well as conduct photo shoots of products.

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## experience continued

### **2007 - 2012: Creative Director, FaceTime Strategy (Formerly CSA Advertising)**

National marketing firm specializing in new and traditional marketing for medium to large companies

**Tasks:** Create integrated marketing campaigns from concept to completion, including branding, print, broadcast social and interactive. Managed creative group to produce marketing materials on-schedule and on-budget. Developed creative. Collected and provided reporting on marketing results. Produced film and still shoots. Created, managed and reported on search engine marketing. Final proofed all creative and color proofed on-press materials. Researched, purchased and maintained technology. Reported to president and executive vice president.

**Clients:** Presented to, and communicated with, a wide range of clients including Metro Self Storage (90+ location storage chain), Humana (national insurance provider), Century Tile (Chicago-based retail chain), KidSnips (9 location salon for kids), be.group (multi-location senior living community), Kriebel Wells (natural gas producer/investment company), Silver Mine Subs (26-location sub sandwich franchise) and more.

### **2003 - 2007: Advertising Director, Plunkett Home Furnishings**

Home furnishings retailer with six locations in the Midwest

**Tasks:** Directed all advertising activities including management of multi-million dollar advertising budget. Evaluated and purchased printing, newspaper, magazine, television and radio space. Created and implemented annual marketing calendar. Reported to chief executive officer.

**Projects:** Focused on creation and production of advertisements for newsprint, broadcast, direct mail and magazine. Produced broadcast materials. 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 website.

## education

### **Benedictine University, Master of Business Administration**

Concentrations in Marketing and Internet Marketing with 4.0 GPA

### **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: Microsoft Office, Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat), QuarkXPress. Intermediate in Final Cut production. Highly experienced in Mac OS X and Windows. Competent with HTML, CSS, AdWords, Google Analytics, Website Optimizer, Infusionsoft. Strong ability to pick up new applications and other technology quickly.