

BENJAMIN EARLY

SUMMARY Creative Marketing and Advertising Specialist with a knack for leading campaigns and managing social media. Crafted standout cover stories and editorial content for multiple organizations and boosted brand engagement with fresh content. Skilled in Adobe Creative Cloud, committed to diversity, and always ready to bring innovative ideas to the table. Proven leader in social media management and creative projects, excelling independently and collaboratively.

Experience

Marketing Planner and Content Creator Intern

Anton and Maxine - Columbia, SC (04/2022 – 05/2024)

- Planned and executed successful product launches, dynamic social media campaigns, and paid advertising campaigns.
- Played a key role in backstage operations at fashion shows, specializing in photography and model styling.
- Enhanced proficiency in Adobe Creative Cloud, including Adobe Bridge, Photoshop, and InDesign.

Assistant Style Director

Garnet and Black - Columbia, SC (09/2021 - 05/2024)

- Spearheaded two stories featured on the covers of Garnet and Black's print magazine editions for Fall 2022 and Spring 2024.
- Assisted in leading the style department for two semesters, developing effective scheduling tactics, implementing a streamlined planning format, and ensuring active engagement from all members.
- Collaborated with creatives to amplify underrepresented voices, offering unique perspectives on important topics.

Head of Social Media

Zeta Phi Eta – Columbia, SC (10/2023 – 05/2024)

- Directed social media strategy, boosting engagement and follower growth.
- Created and curated content across Facebook, Instagram, and Twitter.
- Developed and executed campaigns to promote fraternity events.
- Managed social media calendar and brand kit.
- Trained and supervised team members in best practices and content creation.
- Implemented advertising strategies to recruit new members.

Creative Department Member

The Carolina Agency – Columbia, SC (1/2024 – 05/2024)

- Collaborated with team members and clients to develop promotional content for company events and fundraisers.
- Enhanced proficiency in Adobe Photoshop, Premiere Pro, and Photography through hands-on experience and training.
- Contributed to the creation of advertising materials, including print ads, digital content, and multimedia presentations, to effectively communicate key messages and promote brand awareness.

PT ERP (Emergency Request Position)

QuikTrip - Clover/Columbia, SC (04/2019 - Present)

- Oversaw cash management, customer communication, inventory control, and provided training assistance to team members.
- Demonstrated adaptability by effectively floating between 9 stores as needed, gaining valuable experience in diverse operational environments and climates.

EDUCATION

Bachelor of Science in Advertising

University of South Carolina

08/2020 – 05/2024

GPA: 3.55

CONTACT

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SKILLS

- Adobe Creative Cloud
- Advertising Planning
- Social Media Management
- Campaign Management
- Account Planning
- Market Research
- Digital Marketing
- Video Editing
- Photography
- Content Creation
- Marketing Strategies
- Marketing Analytics
- Detail-Oriented
- Project Management
- Data Visualization
- Leadership
- Teamwork