

Ben Rubenstein

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MARKETING & PROJECT MANAGER

A results-oriented manager with experience in front-line guiding, digital marketing, event planning, and account management. Planned and led road trips in all fifty U.S. states with over 100,000 miles of commercial driving. Managed over 200 partner accounts, media and marketing collaborations, and event planning for Travel Juneau, the tourism bureau for Alaska's capital city. Experience managing projects for a variety of businesses and industries, from ANSCA corporations to regional realty businesses. Expertise in social media marketing, brand awareness, and collaborating with internal and external partners.

PROFESSIONAL EXPERIENCE

Cedar Group Communications

April 2023 - Present

Project Manager

Work with a variety of businesses across a variety of industries to achieve diverse marketing goals. Projects include but are not limited to brand and communication strategy, website development, logo and branding design, and social media management. Responsible for client relations and communication as well as coordinating and organizing colleagues to meet project deadlines, budgets, and KPIs.

Accomplishments:

- Developed and implemented a public relations strategy for regional ANSCA corporation
- Simultaneously worked on multiple six-figure projects while remaining on project timeline and budget
- Advised and collaborated on several internal strategies, including social media management

Travel Juneau

Feb 2022 - April 2023

Partnership Services Manager

Grow and maintain Travel Juneau's partnerships with Juneau businesses and community organizations. Plan and implement networking, continued education, and community focused events. Responsible for entire sales and invoicing pipeline of Travel Juneau partnerships, visitor guide ads, and event sponsorships. Continued growth of social media marketing with content creation, curation, and engagement.

Accomplishments:

- Added 16 new partner accounts in one calendar year
- Generated 125% of ad sales goal for 2023 Visitor Guide
- Successfully rebranded and pivoted our Annual Event for largest attendance ever

Travel Juneau

Nov 2019 - Feb 2022

Destination Marketing Coordinator

Planned and led media and marketing itineraries that covered the entirety of Juneau's offerings. Built rapport with media members and acted as continued resource on Juneau activities, events, and offerings. Created and curated video and photo content for social media marketing. Designed and proofed annual visitor guide.

Accomplishments:

- Planned and hosted 21 media itineraries over two summers
- Grew Instagram audience by 175% and engagement by over 300%

PROFESSIONAL EXPERIENCE CONT.

Liquid Alaska Tours

April 2019 - Oct 2019

Glacier & Canoe Guide

Guide small group tours onto the Mendenhall Glacier in Juneau, Alaska. Responsible for managing the group's safety while delivering a high level of customer service, communication, interpreting, and friendliness. Cold Water Rescue and Rope Rescue trained.

Accomplishments:

- As one of two guides with previous guide experience, helped train coworkers on guest service and public speaking skills
- Trusted to close up entire shop as last employee in Juneau at the end of the season

AmeriCan Adventures

April 2015 - October 2018

Senior Tour Guide

Plan and guide road trips across North America. Responsible for accommodation and activity reservations, meal planning, commercial driving, destination interpretation, and customer service for trips ranging in length from 3 to 80 days with up to 50 guests. Was the only guide on any individual tour.

Accomplishments:

- Guided in 49 of 50 U.S. states and three Canadian provinces
- Over 100,000 miles of commercial driving with no at-fault accidents or tickets.

EDUCATION

Bellarmine University

B.A. Economics

Bellarmine University

B.A. Business Administration

Swinburne University

Exchange Student Spring 2012

KEY COMPETENCIES

Digital Design
Communications
Business Development
Social Media Marketing
Data Tracking
Event Planning
Customer Service
Sales & Lead Generation
Community Relations

REFERENCES

Paige Sparks - Owner, Sparklight Productions

Collaborator, manager, and colleague at Cedar Group Communications from April 2023 to present
paigekeiter@gmail.com

Todd Antioquia - Founder of Cedar Group Communications

Manager and advisor at Cedar Group Communications from April 2023 to present
todd@cedargroupak.com

Liz Perry - CEO/President of Travel Juneau

Direct report manager from February 2022 to March 2023 and manager since November 2019
liz.perry@traveljuneau.com
