

Benjamin G Trotter

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(415) 359-3526

Global Marketing / Ecommerce / Mobile / Technical / Design / Project Manager

Startups — High Tech — Retail — Medical — Logistics

Diverse skillset enabling companies to drive results and solutions with creative marketing initiatives.

Results-oriented, team manager with international experience offering a unique and multi-faceted skillset of project management, ecommerce, marketing, mobile application development, website usability and thorough understanding of various technologies.

Passionate about team collaboration and empowerment while recognizing the business requirements for obtaining results. Recognized as the intersection between multiple teams and effectively managing expectations and deadlines through proactive communication. Successful track record of implementing marketing initiatives and solutions that increase customer acquisition, customer retention and brand recognition/awareness.

Broad experience with building and managing global teams to execute strategic initiatives including development, design, usability, global marketing communications and events. Exceptional track record of managing deadlines and milestones, and fostering effective communication for consistent successful project management.

- AGILE Methodology/SCRUM/TRAC, Git/SVN
 - Usability, User Experience, Split Testing
 - HTML5/CSS/PHP/SMARTY
 - Social Media / Marketing Calendar Planning
 - CMS Systems Implementation/Configuration
 - Fluent Japanese, Basic Spanish
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Globetrotter Designs LLC Owner

Austin, Texas JAN 2010 — PRESENT

Web Agency specializing in ecommerce websites, mobile application development, and outsourcing small to medium size businesses' marketing needs.

Storefront Social LLC Founder/CEO

Austin, Texas JAN 2011 — ACQUIRED APR 2016

Pioneered the Social Commerce industry by creating one of the first Facebook Store applications enabling retailers and merchants to sell on Facebook. Solely managed the entire business with a global team of contractors for a lean, profitable startup. Website was acquired in April of 2016.

Peek... Director of Ecommerce & Marketing

San Francisco, California NOV 2009 — JAN 2011

Identified pain points in current processes and created a plan to enhance user experience while increasing conversions. Worked with educating team about technologies that can improve work flows and team collaboration.

Worked directly with vendors and identified new partners for accomplishing site improvements. Leveraged marketing expertise to align all marketing communication activities while planning marketing calendar, Social Media initiatives, blogging, and local/national initiatives for the Peek brand.

Managed writers, photographers, and processes internally to ensure timely delivery of all product logistics for deployment online. Site enhancements, project management, and creative marketing techniques contributed to the overall impact of increasing monthly revenue from 80-120% compared to LY.

Inflection Senior Marketing Specialist

Palo Alto, California SEP 2007 — NOV 2009

Joined as employee #8 as lead designer/marketer of web applications being used by over 10M unique visitors a month. Developed processes, standards, and hiring road-map for the fast growing company. Successfully managed the Creative Team by objectives and metrics reporting to senior management.

Processes & Standardization Driving Company Growth

Hiring & Building A Team — Lead the sourcing and job allocations of the Creative Team. Developed standardized processes and frameworks for successful implementation and deployments of projects. Managed the local and offshore teams and trained all new team members.

Measurable and Meaningful Results

Split Testing — Assisted with the overall development and requirements of an in-house split testing technology. Worked closely with engineers to deliver a comprehensive solution to an open-ended opportunity for revenue generation. Conducted over 100 split tests during 3-months to provide senior management with valuable insight of our products resulting in implementation of over 20 new controls for various aspects of the sales funnel increasing conversions over 15% and reducing the amount of chargebacks.

Market Segmentation / Customer Retention — Created the framework of our traffic funneling strategy that allows complete market segmentation for increased targeting of online marketing campaigns. Organized over 65 different traffic funnels across five properties that enabled lower customer acquisition prices and increased profit margins per customer. Analyzed user navigation flows for opportunities of increased usability and user experience.

Project Management — Executed resource allocation, communication, proactive 'calibration' of expectations of timelines and all aspects of the development cycle for product releases, deployments, and hotfixes. Worked closely with engineers, designers, product managers and QA to effectively prioritize product requirements to the overall business objectives through timely implementation and innovative solutions and work-arounds.

Corporate & Brand Marketing

Rebrand / Unveil — Participated in the ideation with senior management to determine vision, voice and mission of the company as it emerges from stealth and shifts to a broader market. Created the timelines and plans for the rebrand of all touchpoints that require action for a successful launch.

New Branch Office — Managed all aspects of the brand consistency in signage, messaging, and culture building of the new Customer Service Support in Omaha, NE. Worked with local vendors and executed all projects for successful and on-time launch in Dec 2008.

Ellex Marketing Communications Specialist

San Francisco, California NOV 2006 — SEP 2007

Managed the integrity of a premier brand by coordinating global efforts among sales and marketing teams in Australia, Japan, and France. Spearheaded strategies and execution of marketing collateral, corporate websites, corporate events, and tradeshows.

Corporate & Brand Marketing

brand.ellex.com — Directed initiatives to provide global key stakeholders the tools to drive brand consistency to international customers, including the creation of brand.ellex.com, a resource portal for aligning marketing programs globally. Onboarded all Distributors within 30 days of site launch.

Corporate / Local Market / Global Tradeshow Events — Managed all vendors, logistics, budgets, in-booth activities, contracts of speakers, direct mails, e-communication efforts, production of event graphics, global symposiums, and corporate functions maintaining an impeccable consistency in all touchpoints of the Ellex brand.

ellex.com — Managed all Ellex customer facing websites—implemented and analyzed site statistics to provide evidential support for proposed site modifications to improve usability, content hierarchy, and navigational strategies to increase overall website traffic.

APL Logistics Marketing Communications Specialist

Oakland, California JUL 2002 — MAY 2005

Management Trainee Program — Selected to prestigious management trainee program for global logistics company.

Master of Business University of Sydney
Marketing Strategy and International Business

Bachelor of Arts University of Tennessee
Japanese Language and World Business
3.81/4.0 Summa Cum Laude Honors
11 month Study Abroad at ICU Tokyo, Japan

Bachelor of Science University of Tennessee
Business Administration; Concentration Supply Chain Management
3.81/4.0 Summa Cum Laude Honors
Summer Internship with the Foreign Trade Division and Supply Chain Department at Nestle USA Headquarters

Other Successful Personal Projects

Storefront Social LLC Facebook Application
Mobile App Warranty Service for Mobile Development
Globetrotter Designs Web Agency for Freelance
SushiGuru iPhone Application
SakeGuru iPhone Application
Globetrotter Images Photography Publication
Globetrotter Journeys Blog of Travel Around the World