

Benjamin G Trotter

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Digital Marketing / Scalable Technology / Thoughtful Design / Leadership

Startups — High Tech — Medical — Veterinary

Enabling companies to drive results with creative marketing initiatives utilizing technology

I am a results-driven leader with expertise in building and enhancing marketing organizations. My skills encompass Branding, Marketing Communications, SEO/SEM, Reputation Management, Digital Marketing, and technology-driven customer experiences.

My strengths include fostering team collaboration, aligning with business objectives, and effectively bridging marketing and technology. I have a track record of delivering results through proactive communication. I've led projects and initiatives that boosted customer acquisition, improved retention, and elevated brand recognition.

Thrive Pet Healthcare VP of Digital Strategy

Austin, Texas JAN 2015 — April 2022

I played a pivotal role in its remarkable growth, leading the company to a \$2.65 billion exit in 2020 and overseeing the brand transition to Thrive Pet Healthcare. As a visionary leader, I positioned the organization as a nationally recognized brand known for innovation and technological excellence. My responsibilities spanned launching a pioneering veterinary membership program, developing cutting-edge mobile applications, and driving substantial revenue growth. Throughout, I remained committed to delivering exceptional value to our clients and their pets.

Spearheaded the mission at Thrive Pet Healthcare to provide affordable, consistent, and high-quality veterinary care to underserved pets, positioning Thrive Pet Healthcare as a nationally recognized brand known for its agility, technological innovation, efficiency, and effectiveness within the veterinary industry.

Pioneered the creation of a groundbreaking veterinary membership program, launching it in under six months and enrolling over 90,000 pets since its inception in January 2019. Developed comprehensive technology support for billing, messaging, marketing, enrollment, and digital/physical services, resulting in a threefold increase in annual visits and contributing to over \$20 million in additional revenue.

Innovated by designing and launching a mobile app for both iOS and Android platforms, streamlining the user experience and introducing a self-serve model for appointment bookings, membership enrollment, and contact information updates. Garnered an impressive 3.5K unsolicited 5-star reviews.

Architecturally designed and developed the corporate website, consistently exceeding yearly visit forecasts and achieving remarkable SEO growth. Key successes included geographic customizations, regional-specific pricing, and scalability, all while optimizing load times, usability, and URL structure for improved SEO rankings.

Successfully managed and developed the Thrive brand, transforming it into a nationally recognized brand through a strategic partnership with Petco. Collaborated closely with Petco Marketing to align branding efforts, resulting in a seamless launch of veterinary services.

Globetrotter Designs Owner

Austin, Texas NOV 2009 — Present

Developed and sold a facebook application called Storefront Social enabling social commerce on facebook business pages.

Worked and guided multiple clients in digital marketing through facebook application called Storefront Social enabling social commerce on facebook business pages.

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

Lead design and marketing of web applications being used by over 10M unique visitors a month. Developed processes, standards, and hiring road-map for the company. Successfully managed the Creative Team by objectives and metrics.

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 in-house team including offshore design resources.

Training of New Team Members – Functioned at the intersection of Engineering, Product and Design teams to facilitate the necessary communication required for successful progress.

Standardized Processes / Project Management – Strategically standardized various technology naming conventions

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 tradeshow.

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.

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

The Ikigai Retreat Reflective Retreats in Japan
Storefront Social LLC Facebook Application
SushiGuru Mobile Application (iOS / Android)
SakeGuru (iOS / Android)