

# BENJAMIN J. RAMSDEN

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## OBJECTIVE

As a creative leader, I use my expertise to inspire, guide, and generate big ideas. I help organizations reach their goals by strategically expanding powerful visual storytelling using innovative design to drive engaging content. I go beyond the delivery of great creativity and strive to empower others—creatives and non-creatives alike—to deliver their best.

## SKILLS

- Creative Direction
- Team Leadership, Development, Mentoring
- Brand Strategy/Development
- Traditional/Digital Marketing Strategies
- Writing and Verbal Communications
- Presentation Builder
- Print/Digital Journalism
- Ability to Manage Vendors
- Agency Selection/Management
- Photography Directing
- Art Direction
- Managing Multiple Projects on Deadline
- Adobe Creative Suite
- Confident, Innovative, Risk-Taking Thinker
- Knowledge of Video Production/Editing
- Project Management
- UX/UI Web and Digital Design
- Budget Management

## EXPERIENCE

### Associate Creative Director | DKY (April 2021-present)

- Lead strategic development of creative campaigns that are targeted to meet clients' business objectives
- Focus creative work primarily on B2B industrial accounts
- Direct the creative process from initial project engagement to development of creative presentations
- Oversees production of campaign tactics with clients
- Guide team to execute creative tactics including brand development

### Design Consultant | RamsdenCreative.com (2011-present)

- Guide in the brand development for small business and nonprofit organizations
- Lead redesigns for small-to-midsize newspaper and magazine publications
- Create brochures, posters, handouts, advertisements, and logos
- Provide marketing strategies to generate new ideas in the developing visual communication

### Creative Director | Arctic Wolf (April 2019-Nov. 2020)

- Led the creative team in helping the startup company reach a \$1.3 billion valuation in 18 months by strategically developing and implementing a fresh, cohesive visual and messaging rebrand
- Constructed visual and content brand guidelines, tools, project management systems, and workflows
- Hired, supervised, and positively motivated the creative team to design consistent, on-brand content
- Produced and reviewed marketing materials including reports, guides, data sheets, brochures, success stories, web content, and sales communications tools to showcase products and business opportunities
- Worked with executive leaders to build successful investor and customer facing presentations
- Maintained budgets, timelines, and improved communication relationships with marketing stakeholders

### Creative Director | Minneapolis/St. Paul Business Journal (Aug. 2014-April 2019)

- Led the creative team, which included directing design, photo editing, illustration, and layout of MSPBJ editorial, marketing, and advertising materials
- Organized, directed, and supervised photo shoots of story and special section subjects
- Invented new ideas for editorial, branding and marketing campaigns, while also motivating the creative team to be innovative and recognizing fresh approaches to all area of their positions

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## Senior Art Director | EPG Media LLC/Specialty Information Media (Jan. 2012-Aug. 2014)

- Responsible for leading design, photo direction, illustration, and layout of Rider and Snow Goer magazine, including websites, digital media kits and social media platforms
- Create print and digital advertisements and marketing promotions, including posters and banners for consumer shows and social media
- Redesigned Snow Goer, focusing on better reader engagement using modern design principles

## Senior Designer | Pioneer Press in St. Paul, MN (April 2005-Jan. 2012)

- Designed more than 2,500 section fronts, including award-winning daily 1A, sports, and feature pages
- Key contributor in a redesign in May 2008, which included innovative methods and ideologies of presenting news in a challenging and changing industry

## EDUCATION

### University of St. Thomas (Jan. 2021)

Certification in Digital Marketing

### University of Wisconsin, La Crosse (June 1996)

Bachelor of Science in Mass Communications

## ACHIEVEMENTS

### 2018

- Society of News Design  
Award of Excellence: Cover Story
- Minnesota Newspaper Association Best Newspaper First Place Award:  
Typography and Design, Use of Information Graphics and Graphic Illustrations, and General Excellence

### 2016

- Society of News Design  
Award of Excellence: Cover Story
- Minnesota Society of Professional Journalism First Place: Graphics/Art and Illustration, Page Design for Circulation less than 50,000

### 2015

- Minnesota Society of Professional Journalism  
Finalist: Page Design for All Newspapers

### 2012

- Minnesota Media and Publishing Association Gold Award: Single Page Design in Special Interest more than 60,000 in 2012.

### 2011

- Newsuem.org: Top 10 Front Page Design 2008
- Society of News Design  
Award of Excellence: Page One Design

### 2007

- Minnesota Society of Professional Journalism First Place: Page One Layout for a Circulation more than 50,000
- Minnesota Associated Press  
First Place: Special section design in the Metro division

### 2006

- Society of News Design  
Award of Excellence: Local Front-Page Design
- Minnesota Society of Professional Journalism First Place: Page One Layout, Best Special Section for a Circulation more than 50,000