

BEN STEPHENSON

SENIOR MARKETING & CREATIVE
CONTENT PROFESSIONAL

1326 Willowood Court
Brentwood, CA 94513

408 410 1326
BStephenson29@outlook.com
www.BenGetsCreative.com

Senior creative services professional with 20 years of experience directing brand and marketing content for leading Bay Area SaaS/technology, fintech, ecommerce, and professional sports organizations. Proven performer with expertise delivering strategic, effective, and unique marketing creative in high-growth, high-pressure work environments.

EXPERIENCE

Ellie Mae, Inc.
NYSE: ELLI
2013 - Present

Marketing/Creative Content Manager

- Direct creative services team of internal and external senior marketing copywriters
- Ensure creative helps company meet or exceed qualified lead and revenue goals (projected \$505 million for 2018)
- Establish strategy, voice, and direction for all marketing content, company events, and campaign delivery channels, including digital, print, and direct
- Develop theme, creative direction, and communication strategy for company's annual user conference, Ellie Mae Experience (4,000 attendees anticipated in 2019)
- Lead strategy/production of confidential communications, including for five company acquisitions since 2011
- Collaborate with internal design teams, stakeholders, and external agencies to ensure projects are completed on time and budget

2010 - 2013

Senior Marketing Copywriter

- Authored all demand generation, client retention, event, partner, and sales campaigns, collateral, and materials
- Lead execution of all confidential communications, including for company acquisitions and executive announcements

StubHub
An eBay Company
2007 - 2010

Lead Copywriter, Brand & Creative

- Directed/authored brand voice and content for world's largest ticket marketplace
- Managed creative content execution for company partnerships, including with Major League Baseball, Madonna, Ryan Seacrest, and UFC

EDUCATION

San Jose State University
2000

BS, Communication Studies

EXPERTISE

- Marketing creative management and strategy
- Copywriting
- Brand growth
- Digital marketing
- Marketing communications