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# BENJAMIN TOWNSEND

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2056 Bent Creek Dr, Colorado Springs, CO 80921 719-330-8484 [townsprings@gmail.com](mailto:townsprings@gmail.com)

## ACCOUNT EXECUTIVE

Results-oriented Account Executive with over 26 years of experience in sales, marketing, and client relationship management across diverse industries, including real estate and media. Proven track record of developing and executing comprehensive marketing strategies that enhance visibility and drive sales outcomes. Skilled in advising clients on negotiation strategies, contracts and legal compliance, ensuring successful transactions and strong client relationships. Adept at building and maintaining B2B and B2C relationships, consistently achieving sales targets and fostering long-term client loyalty.

## EXPERIENCE

### BROKER, TOWNSEND REAL ESTATE, COLORADO 1998–PRESENT

- Developed and executed comprehensive marketing plans for residential and commercial properties, enhancing visibility and sales outcomes.
- Advised clients on negotiation strategies and legal responsibilities, ensuring successful transactions and compliance.
- Guided property owners in preparing their homes for sale, optimizing presentation and market appeal.
- Created impactful marketing materials that effectively showcased properties and attracted potential buyers.

### PARTNER, DARK LOTUS MEDIA, COLORADO 2009–PRESENT

- Produced a wide range of media, including corporate, B2B, B2C, and public content, driving brand engagement and awareness.
- Directed motivational media projects, infusing energy and excitement into promotional campaigns.
- Crafted and executed multiple creative public productions, enhancing client visibility and outreach.
- Developed and designed corporate websites and digital marketing strategies, improving online presence and lead generation.

### PRESIDENT, BIG TREE CORPORATION, COLORADO 1998–2014

- Managed corporate finances and payroll, ensuring fiscal responsibility and efficiency.
- Hired and supervised accounting professionals to maintain accurate financial records.
- Led the development and execution of print marketing strategies, strengthening brand recognition.
- Designed and implemented website and digital marketing initiatives, enhancing customer engagement and outreach.

### OWNER, HALO PAINTING, COLORADO 1992–2015

- Estimated project costs and materials, ensuring competitive and accurate proposals.
- Developed and presented detailed proposals, securing contracts and expanding client base.
- Hired and managed contractors, overseeing quality and timeliness of work.
- Directed marketing efforts to foster strong B2B and B2C relationships, resulting in sustained business growth.

SALES ASSOCIATE, MCI WORLDCOM, COLORADO 1990–1992

- Achieved top sales awards and bonuses through consistent performance and client relationship building.
- Implemented sales training and strategies, enhancing team effectiveness.
- Selected for top sales ‘Circle of Excellence’ conferences, recognizing exceptional sales performance.

## EDUCATION

REGIS UNIVERSITY, DENVER, CO – BACHELORS OF LIBERAL ARTS, MINOR  
IN BUSINESS ADMINISTRATION 2022

JONES REAL ESTATE COLLEGE, DENVER, CO – REAL ESTATE LICENSE 1998

## SKILLS

- **Sales Expertise**  
Extensive experience in developing and executing sales strategies that drive revenue growth and exceed targets.
- **Client Relationship Management**  
Proven ability to build and maintain strong relationships with clients, enhancing loyalty and satisfaction.
- **Marketing Strategy Development**  
Skilled in creating comprehensive marketing plans that improve brand visibility and drive sales outcomes.
- **Negotiation Skills**  
Expertise in advising clients on negotiation strategies, ensuring successful transactions and compliance with legal responsibilities.
- **Digital Marketing**  
Proficient in managing digital marketing initiatives, including SEO, content creation, and social media campaigns to boost engagement and lead generation.
- **Media Production**  
Experience in producing high-quality media content for corporate, B2B, B2C, and public audiences, enhancing brand awareness.
- **Project Management**  
Strong ability to manage multiple projects simultaneously, ensuring timely execution and adherence to budgets.
- **Financial Acumen**  
Experience in managing corporate finances and payroll, maintaining fiscal responsibility and efficiency.
- **Team Leadership**  
Proven ability to lead and motivate teams to achieve sales goals and improve performance.
- **Analytical Skills**  
Proficient in analyzing market trends and performance metrics to inform decision-making and optimize strategies.
- **Creative Problem Solving**  
Strong aptitude for identifying challenges and developing innovative solutions to drive business growth.

Portfolio <https://www.benhomes.com/portfolio.html>

