
BENJAMIN TOWNSEND

2056 Bent Creek Dr, Colorado Springs, CO 80921 719-330-8484 townsprings@gmail.com

MEDIA PRODUCTION MANAGER

Results-driven Media Production Manager with over 26 years of experience in developing and executing innovative marketing strategies across various sectors, including real estate and media production. Proven track record of enhancing brand visibility and driving sales growth through comprehensive marketing plans and impactful promotional materials. Adept at producing engaging corporate, B2B, B2C, and public content that fosters brand awareness and customer engagement. Strong leadership capabilities demonstrated through the successful management of cross-functional teams and projects, with a focus on delivering high-quality results on time and within budget. Expertise in digital marketing, website development, and market analysis, positioning brands for sustained growth and competitive advantage.

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

- **Strategic Marketing Leadership**
Over 25 years of experience in developing and executing innovative marketing strategies that drive brand visibility and sales growth.
- **Brand Development**
Proven ability to enhance brand recognition and customer loyalty through comprehensive marketing plans and impactful promotional materials.
- **Content Production**
Expertise in producing engaging corporate, B2B, B2C, and public content that fosters brand awareness and drives customer engagement.
- **Digital Marketing Proficiency**
Skilled in digital marketing techniques, including SEO, PPC, email marketing, and social media strategies to optimize online presence.
- **Website Development**
Experience in designing and developing user-friendly websites that align with marketing goals and enhance user experience.
- **Market Analysis and Insights**
Strong analytical skills for conducting market research and data analysis to inform marketing strategies and identify growth opportunities.
- **Project Management**
Proven track record of managing cross-functional teams and projects, ensuring timely delivery and adherence to budgets.
- **Client and Stakeholder Engagement**
Adept at building and maintaining strong relationships with clients, stakeholders, and team members to foster collaboration and drive results.
- **Creative Campaign Development**
Experience in crafting and executing innovative marketing campaigns that resonate with target audiences and generate measurable results.
- **Team Leadership and Development**
Strong leadership capabilities demonstrated through the successful management and mentoring of cross-functional teams.

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

