

Benjamin A. Rubenstein

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Experience

TechTarget, Newton, MA; **Senior Manager, Social Media and Online Community, July 2012-present, Site Editor, July 2011-July 2012**

- Create and execute social media strategy for 100+ technology websites, including launch, content planning and management of 100+ external presences; increased social traffic by over 200%
- Lead projects to build and integrate new pages and features across sites; coordinate development, design, testing, and editorial resources and handle internal and external user communication
- Advise employees on best practices and content workflow; build trainings, technical documentation and reports to optimize efforts
- Manage user progression strategy for business- and consumer-focused communities of over 1 million members; oversee content creation and optimization and respond to user needs
- Write and edit technical content for sites, blogs and newsletters; manage editorial calendar and budget

Northwestern University McCormick School of Engineering, Evanston, IL; **Marketing Coordinator, November 2010-July 2011, Freelance Content Manager, July-October 2010**

- Managed content development for school website; developed audit process to ensure regular updates
- Directed 10+ departments and programs in the development of effective, brand-compliant websites, including information architecture and content strategy
- Led monthly user workshops on the content management system and web best practices
- Increased the school's social media presence; created organizational guidelines for social media use
- Evaluated and led implementation of a school-wide digital signage communication system
- Wrote and edited email newsletters for school faculty, alumni, staff and students
- Managed designers in the creation of electronic and print promotional materials for weekly events

Sun-Times Media Group, Chicago, IL; **Managing Editor, CenterstageChicago.com, July 2007-June 2010**

- Oversaw daily publication across 11 topic areas; developed monthly editorial calendar and managed assignments for 30+ freelancers and interns
- Published two weekly email newsletters featuring new content and events
- Launched site social accounts; responsible for creation and growth of Sun-Times Facebook page
- Reported on traffic and engagement for multiple sites, developing comprehensive improvement plans
- Assisted with search engine optimization strategies across editorial and user-generated content
- Worked with designers on site-wide redesign and ongoing section launches
- Managed content strategy, page design and customer service for major Sun-Times pay wall project

wikiHow.com, Palo Alto, CA; **Web Editor/Administrator, October 2005-July 2007**

- Moderated growing community, focusing on development of guidelines, content improvement and user support and engagement; translated user requests into requirements and new features
- Wrote, edited and formatted thousands of articles to keep content at a highly readable and useful level

Work, Welfare & Families, Chicago, IL; **Policy Associate, June 2004-June 2005**

- Maintained and updated website, a resource for policy information, upcoming events and reports
- Wrote, edited and sourced content from partners for email newsletter

Education

DePaul University, Chicago, IL

- Master of Arts in New Media Studies, June 2011
Key courses: Interaction Design, Usability Engineering, User Research Methods

Northwestern University, Evanston, IL

- Bachelor of Science in Social Policy, June 2004

Skills and Activities

- Experienced with WordPress, HTML, Google Analytics, Adobe Creative Suite, Sprout Social, HootSuite, Canva
- Lecturer at Tufts University in Fall 2015