

Ben Rock

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- An award-winning editor and creative director with more than ten years of experience in communications and publications for both web and print
- A manager who can successfully coach and mentor local and remote teams while creating and executing multiple strategic project plans
- An expert in brand development, content management, and technical editing and writing

Experience

Director of Marketing & Communications

Emerald City Softball Association

July 2018–present

- Execute and manage all communications efforts between ECSA and its consumers and external organizations, including media coverage and advertising, content shared on the ECSA website and social media accounts, and promotional materials disseminated across other community forums.
- Compile and send the ESCA newsletter on a bimonthly basis during league season and as needed during the off season.
- Maintain all ESCA social media accounts as the primary means of communication with ECSA membership and for public relations to promote and support ECSA while preparing an annual budget and quarterly marketing plan.

Managing Editor

Pride Journeys

October 2016–present

- Curate and edit travel news and reviews of destinations, food, wine, and culture for LGBT and allied audiences.
- Work with the publisher to establish brand direction and recruitment guidelines to build the online magazine into a premier source for LGBT travel news.

Senior Technical Editor

former Technical Editor & Specification Trainer

former Operations & Marketing Specialist

Notkin Mechanical Engineers

May 2014–May 2018

- Coordinated the production of sixteen 250- to 500-page reports, studies, and design narratives per month from a team of thirty engineers and their subcontractors while managing a team of three editors to ensure project deadlines are met.
- Strategically divided responsibilities among a team of three editors, ensuring successful project completion based on each member's individual strengths.
- Recruited and trained new editing team members, coaching each one as he or she learns the company's systems and procedures while helping to balance workloads across multiple projects and other office responsibilities.
- Edited mechanical specifications for fire suppression, plumbing, and heating, ventilating, and air conditioning.
- Completely overhauled the internal training materials, creating and implementing a true style and branding guide that included detailed instructions on all editing, publication, and submittal procedures.
- Revamped the marketing database in alignment with the company's future marketing strategy.

Content Manager**ServerPilot/HeatShield***March 2015–August 2017*

- Nurtured relationships with industry bloggers through the implementation of a “link building” marketing plan, leading to a total 75% increase in search engine results, more visits to the company marketing site, and steady monthly increases in end user numbers.
- Developed content strategy, editorial calendar, and voice for the community knowledge base.
- Wrote and edited technical documentation and video tutorials on web development, cloud server management, and firewall management for audiences ranging from novice web developers to expert systems administrators.
- Maintained consistent search engine optimization (SEO) growth through effective, informative, and instructional content.

Managing Editor**UNITE Magazine (formerly *OMG! Magazine*)***August 2011–June 2014*

- Created and implemented a new business model to rebrand the defunct *OMG! Magazine* for distinct local markets as *UNITE Nashville* and *UNITE Indianapolis/Louisville*.
- Launched a national title, *UNITE Business*, through partnership with the National Gay & Lesbian Chamber of Commerce.
- Recruited and coached a team of 30 contributing writers and editors on magazine publication and how to write for target audiences.
- Trained and mentored the creative director on more effective and efficient use of design tools while influencing the overall design according to the established brand image.
- Served as the face of the publication, building relationships with potential advertisers and investors.
- Collaborated with an external vendor on the design and execution of a mobile-friendly website, rebuilding its navigation while regularly managing its content.
- Created headlines, subheads, and photo captions for local, national, and syndicated news and entertainment articles.
- Approved final proofs before printing and distribution.
- Interviewed local and national celebrities, politicians, artists, and philanthropists for articles and profiles.

Communications Coordinator**National Health Care for the Homeless Council***June 2012–August 2013*

- Edited and facilitated the production of *Healing Hands*, the award-winning, peer-reviewed publication for health care for the homeless providers, while guiding the communications committee through interviews with subject matter experts in medicine and government policy.
- Improved the navigation of the Council website while collaborating with an outside vendor on software and performance improvements and database management.
- Coordinated the marketing and promotion of regional events and training opportunities across the country, resulting in the largest National Health Care for the Homeless Conference & Policy Symposium in the organization’s 27-year history.
- Increased webinar audiences from less than 100 attendees per session to more than 2,000 through effective use of email and social media marketing campaigns.
- Quadrupled social media fan base within the first three months.

Managing Editor & Creative Director***Out & About Newspaper****February 2012–September 2012*

- Implemented the publication’s first annual editorial calendar, establishing three-, six-, and twelve-month content cycles through weekly and monthly meetings with writers, photographers, and board members while leading the publication’s creative direction.

Out & About Newspaper*continued*

- Produced large-scale photo shoots with limited to no budget through effective negotiations with models, photographers, and hair and makeup artists, including an outdoor shoot that featured 25 models, a refurbished school bus, and a balloon drop.
- Mentored voluntary contributors on proper news writing and interviewing techniques by way of writers' workshops and one-on-one development sessions.
- Pursued story leads using my affiliations with other publishers as well as various record labels, talent managers, and music associations.

Editor**Sky Publishers***November 2011–August 2012*

- Edited articles and web copy for spelling, punctuation, organization, and content, with a focus on those highlighting professionals and advancements in fitness and health care.
- Coached freelance writers on how to maintain keyword density for search engine optimization by using track changes, document comments, and web meetings.

Salon Director & Communications Coordinator**TRIM Classic Barber & Legendary Beauty***November 2006–October 2011*

- Managed a team of more than 30 employees while overseeing the schedules of 2,500 clients.
- Drafted comprehensive operations and training manuals for a major salon that detailed software operating procedures, best policies and practices for client relations, and inventory management procedures.
- Coordinated backstage hair and makeup for three consecutive years at the CMA Awards, CMA Music Fest, and Nashville Fashion Week.
- Co-wrote, -produced, and -directed a live hair show that featured three hair stylists working with thirteen models in a three-hour live production and successfully marketed the event across five states, resulting in ticket sellouts.

Visual Merchandiser & Co-manager**The Limited***August 2005–January 2007*

- Created new company-wide brand guides using high-impact visual presentation while traveling to the prototype store on a monthly basis.
- Influenced brand messaging in signage and other marketing and merchandising collateral.

Awards & Affiliations

- Recipient of an APEX Award for Publication Excellence for "Hepatitis C Update," *Healing Hands*, Vol. 17, No. 2, Spring 2013
- Recipient of 2nd Place Award in Best of Collegiate Design 11 for University of North Alabama *Diorama* 2003
- Former Media Partner of the National Gay & Lesbian Chamber of Commerce

Education

Bachelor of Science in Human Environmental Sciences, with Honors in English

- Concentration in Merchandising, Minor in Professional Writing, graduated 3.713, *Magna Cum Laude*
- University of North Alabama, Florence, Alabama, December 2005

Skills

- **Expert in** *Chicago Manual of Style*, *AP Stylebook*, *The Gregg Reference Manual*, Apple iWork, Microsoft Office
- **Advanced Knowledge of** WordPress, Drupal CMS, HTML & CSS, Camtasia
- **Intermediate Knowledge of** Adobe InDesign, Illustrator, and Photoshop; Final Cut Pro