



Benjamin W. Risinger

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OBJECTIVE

To obtain employment permitting myself to utilize my public relations, marketing, communications and management skills, obtained through both my academic and professional experiences while allowing me to further advance my abilities for the future.

EDUCATION

Anderson University; Anderson, Indiana

Bachelor of Arts in Mass Communications (specializations in Public Relations/Journalism)

Minor, Political Science

WORK EXPERIENCE

October 2005 — February 2007

MARKETING COORDINATOR, ALL STAR VACATION HOMES

Performed all aspects of PR/Marketing, working hand-in-hand with the CEO and Vice President of Marketing. Performed day-to-day marketing and reporting duties, including report generation and analysis. Participated in brainstorming sessions and developed creative processes for the business. Responsible for corporate web/Internet presence, to include the creation and maintenance of website content, engaging graphics, branding, links, verbiage and landing pages. Creatively produced marketing materials for both the rental and real estate companies. Performed sales duties including responding to leads from partner businesses, conventions and visitor bureau leads. Wrote/designed monthly e-newsletters and e-mail communications, including monthly owner's statements and public relations materials.

June 2003 — October 2005

SPORTS INFORMATION DIRECTOR, BLUFFTON UNIVERSITY

In charge of all aspects of running a cost efficient collegiate sports information office. Managed a staff of nine assistants in addition to a PR office, as well as being the main media contact for all sports information. Liaison for media relations, publications, website design, to include gameday and event management. Coordinated all aspects of media guide production, photos, statistical/historical research and event promotions. Coordinated with the public relations staff to develop the integrated marketing/branding plan for Bluffton College's name change to Bluffton University. Assisted with design of new logos, website, new publications and brand standards/style guide manual for the athletics department and institution. Wrote numerous press releases and feature stories for Bluffton University athletics and in the institutional side for the public relations department.

February 2001 — August 2002

GENERAL MANAGER, MOONSTRUCK CHOCOLATE CAFE

Responsible for the daily operations of store and cafe. Motivated and developed skills of a staff of five to meet daily and monthly sales goals. Designed all publicity, advertising and public relations efforts for the business. Performed accounting and payroll duties, including the ordering of goods and supplies in a timely and efficient manner. Interviewed, hired, trained and terminated all employees of business.

August 1999 — June 2001

SPORTS/NEWS WRITER & AGATE/PAGE DESIGNER, ANDERSON HERALD BULLETIN

Covered and wrote stories for variety of sporting/recreation/news events from all levels of amateur, high school, collegiate and professional competition. Compiled statistical information, updated Web site, trained new staff, ran nightly desk and established contacts throughout the community. Fostered new and ongoing relationships with coaches, players and other media outlets. Paginated special sections pages and completed agate page on a nightly basis.

COMPUTER SKILLS

Proficient in both IBM and Macintosh platforms. Adobe InDesign/Pagemaker, Photoshop, ImageReady, and Illustrator; Quark XPress; Dreamweaver; NewsEdit Pro; PageWizard; Micro-soft Office suite; Automated Scorebook versions for all sports

RELATED EXPERIENCE & MEMBERSHIPS

- Member — Hospitality Sales and Marketing Association International, 2006-2007
- National Judge — College Sports Information Directors of America swimming and diving publications contest, 2003-2004
- Sports Information Student Asst. — Anderson University, 1996-2001
- Game Day Staff and Season Public Relations Intern — Indianapolis Indians Professional Baseball Club, 1999-2001
- Season Public Relations Intern — Indianapolis Colts Professional Football Club, 1999
- Sports Information Intern — Butler University, 1999-2000
- Public Relations office intern — Anderson University, 1999

REFERENCES

Brett Marhanka

Sports Information Director
Wheaton College
Wheaton, Ill. 60187
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James Grandey

Assistant Athletics Director/
Head Baseball Coach
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Kim O'Conner

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