



# Benji Rosenthal

CREATIVE STRATEGIST

Results-driven Creative Director and Strategist with a proven track record in brand positioning, digital media, and creative execution. Skilled in managing high-impact campaigns, optimizing content, and driving audience engagement. Adept at building teams, developing monetization strategies, and leveraging partnerships for growth.

 [www.benjirosenthal.com](http://www.benjirosenthal.com)

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## Experience

### Creative Strategist - Bolt Marketing

**Nov 2023 - Feb 2025**

- Led end-to-end management of multiple client projects, overseeing creative development, timelines, and deliverables to ensure seamless execution.
- Developed compelling ad copy and strategic creative briefs, aligning content with brand objectives to enhance engagement and performance.
- Collaborated with media buyers to optimize creatives for scalability and maximize campaign effectiveness.
- Balanced project management with creative strategy to improve campaign efficiency, strengthen client relationships, and drive profitability.

### CEO - Cobblemon Islands

**May 2023 - Mar 2025**

- Led the creative strategy and execution of a thriving social gaming network, driving engagement with 5,000+ daily users.
- Directed brand positioning, digital media, and creative direction to maintain a cohesive and impactful online presence.
- Managed a team of 13 full-time employees and 40+ freelancers, fostering a high-performance culture through recruitment, mentorship, and collaboration.
- Developed innovative monetization and marketing strategies, delivering strong P&L results and sustainable revenue growth.
- Established strategic partnerships with influencers, generating 10M+ organic views and 750K downloads.
- Optimized financial planning and revenue streams to ensure long-term business success.

### Social Media Intern - Full Send

**Feb 2019 - Jan 2024**

- Managed and grew social media profiles to 35,000+ followers by curating and scheduling content to enhance brand identity and engagement.
- Developed and executed content strategies, sourcing fresh, on-brand material aligned with Full Send and the University of Missouri.
- Oversaw post scheduling and leveraged trending topics to maintain a consistent and impactful online presence, driving audience growth.
- Played a key role in promoting Happy Dad Hard Seltzer's Missouri launch, creating targeted content and coordinating promotional campaigns.
- Increased brand visibility through strategic social media initiatives and community engagement.

## Marketing Coordinator - TheGoodz Delivery

Jan 2021 - Jan 2022

- Developed and executed creative social media strategies to promote TheGoodz Delivery across the University of Missouri and Columbia, MO.
- Created engaging content and marketing campaigns to enhance brand awareness and strengthen community connections.

## Marketing Manager - Bud's Classic BBQ

May 2021 - Jan 2022

- Led social media marketing for the launch of Bud's Classic BBQ in Columbia, MO, driving brand awareness and customer engagement.
- Created and sourced compelling content while setting up and optimizing business profiles on Yelp, Google, and other platforms to enhance visibility.

## CEO - Lux Studios

Mar 2012 - Jan 2019

- Directed creative vision and strategy for Lux Studios, collaborating with Microsoft partner Pathway Studios to develop content for Microsoft's Marketplace.
- Founded and built the creative design team, leading recruitment, B2B marketing, social media management, client relations, project execution, and financial planning.

## Education

### Bachelor of Arts in Digital Storytelling - University of Missouri

## Technical Skills

- Project Management
- Copywriting
- Content Strategy
- Systems Optimization
- Customer Research
- A/B Testing

## Personal Skills

- Community Building
- Public Speaking
- Creative Problem Solving
- B2B Marketing

## Projects

### @fullsendmissouri - Full Send/Happy Dad

Feb 2019 - Jan 2024

Managed and grew a social media presence to 35,000+ followers, developing content strategies, leveraging trends, and leading promotional campaigns to drive engagement and brand visibility.

### Covid-19 Relief Fundraiser - Zeta Beta Tau/Merch House

Apr 2020 - Jul 2020

Organized and promoted a t-shirt fundraiser during the COVID-19 pandemic, raising \$41,000 for the Frontline Responders Fund through social media outreach and Greek life collaboration.

## References

Luke Thorburg - **CEO, Bolt Marketing**

314-698-3399 | luke@bolt-ads.com

Jennifer Jaeger - **Chief of Staff, Happy Dad**

925-451-1780 | jenn@happydad.com

## Expertise

Project Management - **5+ Yrs**

Video Editing - **5+ Yrs**

Graphic Design - **3+ Yrs**

Copywriting - **3+ Yrs**