

Ben Lochard

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Objective

Utilize knowledge of sales concepts, marketing, and digital media products to identify, innovate and execute marketing solutions that ensure long-term, sustainable growth.

Experience

LAMAR ADVERTISING/CLEAR CHANNEL OUTDOOR - DES MOINES, IOWA

DIGITAL MEDIA AND MARKETING – 2012-PRESENT

- Improved efficiency of Account Executives by designing, developing, and maintaining an iOS Sales Application that has resulted in a 15-20% increase in productivity
- Conceptualized, developed, and maintain a website that Account Executives use to schedule and track digital artwork for improved efficiency and accuracy
- Consult with Account Executives and build dynamic presentations/marketing materials based on client needs
- Increased local digital revenue by more than 40% since 2012
- Update marketing materials and maintain media kits
- Manage day-to-day sales and operations for all digital billboards, including attending sales calls with Account Executives

ACCOUNT EXECUTIVE – 2007-2012

- Generated revenue for the Des Moines market by selling out-of-home advertising
- Maintained and grew relationships with clients and advertising agencies
- Named 2010 Salesperson of the Year
- Increased sales more than 300% in 5 years

SNAPXP - WEST DES MOINES, IOWA

OWNER – 2018-PRESENT

- Create custom branded photo experiences for events of all sizes
- Provide event rentals and long-term lease activations with a focus on the corporate market
- Developed and maintain current website - www.snapxp.com

CREATIVE CONCEPTS PHOTOGRAPHY - WEST DES MOINES, IOWA

OWNER – 2010-PRESENT

- Built and developed a small, profitable business
- Specialize in portrait photography – seniors, families, weddings and events
- Developed and maintain current website - www.creativeconceptsowa.com
- Proficient in photographic editing and layout design

Education

Iowa State University – Bachelor of Science, 2007
Major – Advertising
Area of Concentration – Psychology of Sales

Skills

Professional Selling Skills Certified
Microsoft Office
Adobe Creative Suite
Web and iOS Development Knowledge

References Available Upon Request