

# Benjamin Perry

Marketing, Communications & Public Relations | (303) 809-7204 | ben.perry@jimtown.org | www.benperrywriter.com

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## Professional Summary

Marketing and communications leader with 15+ years of experience in strategic messaging, internal marketing and sales-enablement content. Skilled in cross-functional collaboration with product, sales and operations teams to translate complex strategy into clear, actionable narratives that drive awareness, adoption and performance.

## Experience

### WRITER AND BRANDING CONSULTANT • BENJAMIN PERRY, WORDSMITH • 2018-21 & 2024-PRESENT

- Provided a wide range of communications, messaging and branding services, including product positioning and content, influencer marketing campaign support, blog strategy and content, customer retention and re-marketing, corporate communications, and thought leadership content development
- Client list includes a diverse portfolio of B2C and B2B organizations, including:
  - **CPG Brands:** Celestial Seasonings, ONE Brands, Only Natural Pet
  - **B2B Tech and Education:** InJoy Health Education, Trimble, Maxar Technologies
  - **D2C Brands:** Sunski Sunglasses, Viasat

### DIRECTOR OF COMMUNICATIONS • WILAND, INC. • 2021-24

- Spearheaded thought leadership initiatives, including major research reports, white papers and blog posts—***increased MQLs garnered from thought leadership by over 3x in less than two years***
- Directed writers, editors and researchers from media partners for collaborative content creation efforts
- Crafted targeted product and campaign messaging for diverse audiences through key messaging documents, web copy, collateral and FAQs
- Led public relations and earned media efforts, including press releases and industry publication placements—***secured high-visibility SME placements in coveted journals like NonProfit Times***
- Partnered with executive team to develop and implement effective crisis communication strategies

### CONTENT MARKETING MANAGER • DIGITALGLOBE / MAXAR • 2016-18

- Introduced customer marketing efforts to support customer retention and reactivation—***increased current customer re-marketing interaction from zero to hundreds of engagements in one year***
- Produced high-quality marketing deliverables for SaaS products like Spatial on Demand and WeatherDesk, including websites, emails and landing pages, videos, brochures, data sheets and other collateral pieces
- Created and maintained key corporate communications tools that simplified complex product narratives, including blog posts, social media content, sales training materials and newsletters, and crisis control communications

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## Experience (continued)

### SENIOR BRAND COMMUNICATIONS SPECIALIST • CELESTIAL SEASONINGS • 2008-16

- Managed packaging content development, encompassing product naming, descriptive copy and certifications
- Oversaw brand communications, including email outreach social media management, web content, press releases, advertising campaigns and sustainability initiatives—***expanded email list from 1,000 passive subscribers to over 100,000 more engaged readers in four years***
- Provided strategic content solutions including crisis communications and innovative concept development

## Education

- M.A., English Literature • University of Colorado at Boulder • 2002
- B.A., English Literature • The Pennsylvania State University • 1996

## Skills & Abilities

- Strategic messaging and storytelling that simplifies complex product narratives
- Content strategy and thought leadership supporting adoption and awareness
- Internal communications, PR and stakeholder-aligned narrative development
- Executive communications and change management-ready crisis planning
- Digital marketing strategy and end-to-end campaign execution across channels
- Sales enablement, customer engagement and programs that drive activation
- Cross-functional leadership and partnership with product, sales and operations teams
- Creative concepting, copywriting and asset development
- Multi-industry experience (B2B, B2C, CPG, Tech, D2C)