

Benjamin Ladrillono

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Experience

Account Coordinator | Dodge Communications *May 2015 — Present*

- Manages social media campaigns and strategies to drive brand awareness and website conversion for a variety of clients.
- Supports the development of strategic messaging one launching new products and technologies to the market.
- Coordinates day-to-day projects, such as developing websites and marketing collateral, with internal teams.

Account Coordinator | WE Communications *June 2014 — March 2015*

- Proactively communicated Microsoft Cloud Infrastructure and Operation stories to media outlets.
- Supported crisis communications for Microsoft service interruption events.
- Crafted a strategy to engage WE employees in participating in corporate philanthropic events raising \$500 within WE Communications Seattle.

Agency Director | BrownBag PR *January 2014 — April 2014*

- Garnered more than 920,000 impressions in social media efforts, including a mention from the First Lady of the United States.
- Pitched and won a media relations campaign with the Tuscaloosa City Schools system.
- Directed 16 team members in order to efficiently research, plan, implement and evaluate the campaign's success.
- BrownBag PR was a student-run integrated communications agency.

Public Relations Intern | Intermark Group *May 2013 — August 2013*

- Pitched a marketing campaign to Kirkland's Home.
- Created social media content for numerous clients including automotive dealerships nationwide.
- Tracked reputation and social chatter of several clients such as HealthSouth.

Education

University of Alabama | B.A. in Communications, Public Relations

- Graduated *Summa Cum Laude* in May 2014 with a 4.08 GPA.
- Awarded Outstanding Graduating Senior in Public Relations — the department's top award recognizing excellence in academia and practice.
- Honored with the Capstone Convocation Pin — a symbol of the university's high expectation of academic conduct.
- Represented the College of Communications and Information Sciences through the college's ambassador program.