

Benjamin Godfrey

Please Visit BenjaminGodfrey.com for contact information

SUMMARY

- ❖ Highly motivated and fascinated with the intersection of tech in everyday life
 - ❖ Management experience with excellent verbal and written communication skills
 - ❖ Quick-witted and observant with strong understanding of the consultative sales cycle
 - ❖ Thrives on meeting new people, developing relationships, and creatively solving problems
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EDUCATION

University of Dayton, Dayton, OH

Graduated May 2022

- ❖ Bachelor of Science in Business Administration; Major in Finance, Minors in Sales & Entrepreneurship
 - ❖ *Magna Cum Laude* (GPA 3.73/4.00) as a member of the Honors Program & Dean's List all semesters
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EXPERIENCE

Oscar Mayer; Kraft Heinz

Chicago, IL

Wienermobile Spokesperson (*Hotdogger*)

June 2022 – July 2023

- ❖ Selected as one of twelve spokespeople from thousands of applicants to perpetuate one of the country's oldest and most successful experiential marketing campaigns
- ❖ Piloted America's most iconic vehicle across the United States and oversaw day-to-day operations while coordinating over 200 B2C community and charity events in 22 states to increase brand exposure and grow goodwill
- ❖ Managed public relations, social media assets, and marketing activations to help generate over 4 billion media impressions for largest brand in the Kraft Heinz Portfolio
- ❖ Assisted in the onboarding and training of the 2023-2024 Wienermobile drivers by helping coordinate professional media, driving, and public relations training while also introducing disability inclusion awareness presentations as a member of the two-person Extension Team.

Geek Estate

Seattle, WA

Community Growth

August 2020 – May 2022

- ❖ Remote project management sales role focusing on expanding the Geek Estate Mastermind, a subscription-based community and industry news network of over 505 real estate technology practitioners
- ❖ Developed custom resource management systems for internal and external use
- ❖ Cultivated qualified non-member prospects via cold calling, Twitter, and email
- ❖ Created content via blog posts, MailChimp campaigns, industry news articles, and on social media

CrowdStrike

Austin, TX

Global Sales Excellence Elite Intern

June 2021 - August 2021

- ❖ Remotely worked alongside the Enterprise East SDR Team and attended all internal meetings to learn about the cybersecurity landscape, product expertise, and effective selling techniques
- ❖ Shadowed business discovery calls that identified prospect pain points
- ❖ Utilized LinkedIn Sales Navigator, Outreach, ZoomInfo, and Salesforce to contact and cold call over 150 leads to set discovery meetings for Regional Sales Managers
- ❖ Conducted prospect research, drafted email templates, and updated Salesforce contacts to assist full time employees

ATTRIBUTES

- ❖ Team player, active listener, and problem solver
- ❖ High integrity, outgoing, and amicable
- ❖ Quick learner, strong work ethic, and a talented extemporaneous public speaker

Please visit BenjaminGodfrey.com for a complete list of experiences, skills, and activities

References available upon request