

# Benjamin A. Coblentz

Madison, Wisconsin tel. 608-843-1159 email. [bencoblentz@defeatedmedia.com](mailto:bencoblentz@defeatedmedia.com)

I am a talented Web Developer with a strong background in Marketing & Communications. My successful track record with front-end web development, traditional retail advertising and corporate communications has given me the experience to know what works and what doesn't, and to translate that experience into meaningful business results. I thrive on opportunities to explore new creative avenues while using my industry knowledge and expertise to help an organization achieve its goals.

## Employment History

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**Dec. 2015 - Present**                      **American Family Insurance**                      **Madison, WI**  
*Web Specialist*

I develop and maintain internal field-facing websites and intranet resources at American Family Insurance National Headquarters, located in Madison, Wisconsin. My primary responsibilities include web development (.asp, html, css, javascript), graphic design for the web and providing a range of online tools that benefit the field and other internal customers.

**Oct. 2012 - Dec. 2015**                      **Smart Solutions - American Family Insurance**                      **Madison, WI**  
*Consultant: Web Development*

- Front end web development. Create and enhance specialized internal websites using html, CSS, JavaScript, .asp, SharePoint and other web technologies.
- Assist Business Analysts with project charters, business requirements, business rules documentation and other process, design and performance metrics.
- Maintain and develop content for American Family intranet.
- Graphic design for web, mobile applications and employee-facing signage.
- Provide technical support for internal networks and proprietary information management systems.
- Create original wireframes and mockups for mobile applications (IOS, Android).

**Jan. 2006 - Oct. 2012**                      **Quality Cellular Corporation**                      **Verona, WI**  
*Marketing & Communications Manager*

- Brand stewardship with a focus on corporate identity and retail store location awareness.
- Media buying and contract negotiation in multiple markets for radio, print & outdoor advertising.
- Coordinate a range of marketing activities and design original marketing materials for print, radio, outdoor, internet, direct mail, events and POS advertising.
- Creation and maintenance of corporate website, intranet and internal marketing data management systems. Experience with (white hat) Search Engine Optimization. Tracking online usage statistics and traffic patterns as well as overall design & campaign effectiveness with Google Analytics.
- Analyze campaign effectiveness and implement performance based strategies for improved scope and impact.
- Oversee annual advertising budget with final responsibility for meeting corporate marketing objectives while controlling and prioritizing costs.
- Graphic Design for print and the web, product photography.
- Professional writing; including the creation of original advertising copy, PR writing, product literature, legal disclaimers as well as internal and external corporate communications.

**2001 - 2005**                      **University of Wisconsin Survey Center**                      **Madison, WI**  
*Interviewer*

- Interview respondents for UW academic research and assemble corresponding documentation.
- Responsibility for "refusal conversion," or the re-contacting of respondents who have indicated disinterest or hostility towards participation in order to gain a completed interview.

**1998 - 2002**                      **Times Printing Company**                      **Random Lake, WI**  
*Machine Operator*

- Direct production responsibility for a wide range of commercial publishing applications (primarily magazines).
- Operation and maintenance of printing and binding equipment, quality control, computer and automated systems operation, and supervision of work crews.

## Education

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**MATC - Madison**  
Graphic Design & Web Design Coursework

**University of Wisconsin - Madison**  
BA English - Dramatic Lit focus

## Skills

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Project management, team supervision, creative content production & graphic design, computer illustration, commercial photography, web-design and coding, copy writing, budgeting & market analysis, media buying & contract negotiation, advertising co-op administration

Windows and Mac OS, Microsoft Office, Microsoft SharePoint, Google Analytics, Adobe CS including; Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Acrobat, Soundbooth, Premier

HTML, CSS, .asp, some javascript and PHP

Digital camera, Scanner, Printer, Fax, Copier, Android & iOS devices, Proprietary POS sales/reporting systems, Network & external drives

PC assembly & modification, repair and trouble-shooting, Software & hardware installation

## Contacts

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Steve Noll  
Owner, Noll Marketing & Media  
tel. 608-886-3671  
email. [snoll@matcmadison.edu](mailto:snoll@matcmadison.edu)

Aaron Schmitt  
Curriculum Architect, Rosetta Stone Software  
tel. 540-560-1231  
email. [aschmitt@rosettastone.com](mailto:aschmitt@rosettastone.com)

Jason Johannes  
Database Developer, CPM Marketing  
tel. 608-469-0234  
email. [jjohannes@cpm.com](mailto:jjohannes@cpm.com)