

Benjamin R. Proffitt

Email: bproffitt@hagerty.com | Cell: (865) 771-2800

Media Portfolio: www.benjaminproffitt.com

<https://www.linkedin.com/in/ben-proffitt/>

Skills:

Automotive Lifestyle

- Multitude of experience working in different automotive veins (insurance, media, dealer service, software, club membership, rental, valet, detailing, motorsport events, and driving tour logistics)
- Daily rapport with Hagerty clientele, keeping track of what members commonly request
- Hagerty AEC 1st Gear certified, and 2nd Gear in the works
- Up to date with HDC perks, discount partners, and launches of Garage+Social and Marketplace
- Familiarity with Gearbox, DriveTrain, and Salesforce programs
- Active participant in autocross and HPDEs when financially feasible
- Drivers car ownership of a Honda S2000 having learned how to perform valve adjustments, troubleshoot misfires, and tweak suspension/braking components for maximum performance driving
- Mental library of modern era car knowledge, recently expanding backward to past eras of vehicles
- Always mapping new routes for group drives for both the Denver SME group and for friends
- Initiate and sustain conversation in Hagerty Slack channels #employee_photography and #car_talk

Leadership and Initiative

- Actively engaged as Denver Car Culture SME for Hagerty's CO location, assist working/coordinating events in the area including member drives, employee car meets, and Hagerty cars & caffeine
- Led DriveUT in a leadership role, initiating a new business plan in 2017 that achieved club growth of approximately 130% in two years
- Served two years as secretary of Univ. of Tenn. car club DriveUT, exceeding my responsibilities of writing weekly emails and social media copy by also producing promotional highlight videos
- Pursue personal growth by actively expanding professional network through self-motivated email, phone calls, and informational interviews

Communication and Coordination

- Crafted DriveUT weekly newsletter covering that week's car meet and upcoming club events while implementing operational enhancements
- Consulted daily with clients, supervisors, and co-freelancers to complete production needs in prior roles

Work Roles:

Automotive Enthusiast Advisor — Hagerty — Golden, CO (Feb. 2021-present)

- Serve and advise current members and new clients with insurance needs for classic/collector vehicles
- Keep up with changes to company software, Hagerty Drivers Club, membership perks, Denver SME

Video Producer & Editor — Winding Road Media — (Remote) (Jun. 2020-present)

- Pitch, shoot and edit video content for YouTube channel reaching 950,000+ subscribers

Video Content Contractor — Speed Digital — (Remote) (Jan. 2019-Jan. 2021)

- Pitched and managed all video content for Streetside Classics' dealer web presence
- Filmed and edited short specials covering automotive icons for YouTube channel Motorious

Production Assistant — Everyday Driver — Park City, UT (May 2018-Apr. 2020)

- Aided production efforts of TV show, films, and YouTube content going out to 350k+ subscribers
- Held assistant producer role for latest film *American Original - A History of America's Sports Car*

Administrator/Events Coordinator — DriveUT — Knoxville, TN (Aug. 2016-Aug. 2020)

- Voluntarily led processes to grow active club membership by approximately 130% in two years
- Storyboarded and produced promo videos spreading club awareness and increasing social following
- Coordinated weekly and annual club events alongside current DriveUT student administration
- Organized travel logistics for off-campus events including mapping of drive routes and plans for lodging and food when necessary

Education:

B.S. Communication & Information — University of Tennessee Knoxville (Aug. 2018)

- Major: Journalism & Electronic Media
- Minor: Business Administration