

Benjamin R. Proffitt

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Skills:

Program Application Acuity

- 6+ years experience with MS Office and website building sites
- 5+ years learning popular social media platforms
- 4+ years using Adobe Creative Suite and FCP
- Online coursework on DTC (D2C) marketing programs; also, SiteCore and other CMSs
- College coursework in social media tools, news writing, feature writing, media sales, etc.

Production Processes & Workflow

- Ensure error-free YouTube uploads by writing, reviewing video descriptions and cropping thumbnails
- Stay up to date with changes in daily operational processes as an AEA at Hagerty
- Comfortable seeing projects through to completion with minimal oversight through freelance roles
- Enjoy working collaboratively with a team on projects that require talent in different areas
- Reacts quickly when presented with unexpected process malfunctions in AEA role and freelance
- Became comfortable with constructive feedback through AEA role and from video directors

Growth and Initiative

- Always searching new trends in media production noticing updates in graphics use and editing style
- Watches online tutorials on topics of interest: marketing programs, photoshop, and design critiques
- Acts as Denver Car Culture SME for Hagerty's CO location
- Actively engages in my AM team and #car_talk Slack channels, boosting morale and providing often automotive hobby-related conversation topics; also started #employee_photography Slack channel
- Pursues personal growth mindset by actively expanding professional network through self-motivated email, informational interviews, and studying leadership novels and their authors
- Led DriveUT as acting club president, initiating a new business plan in 2017 that achieved club growth of approximately 130% in two years through exceeding my responsibilities as past secretary

Experience:

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

- Sell and service liability collector vehicle policies using internal DriveTrain and Salesforce systems
- Advise collectors and hobbyists of unique Hagerty offerings to help mold the policy to each situation
- Performed job share with Ask Hagerty, fostering deeper member connections by assisting them with shop referrals, restoration advice, and other HDC requests; added a personal touch in email responses

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

- Pitch, shoot and edit video content for YouTube channel reaching 1M+ subscribers
- Perform detailed photo editing of video thumbnails and motion graphic overlays

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

- Managed all video content for Streetside Classics' YouTube channel and website
- Collaborated with six nationwide dealer networks to ensure each vehicle in inventory had it's own video walk-around with text titles and specs

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

- Collaborated directly with director, hosts, and editors to produce automotive television content
- Completed image cropping and color correction in addition to capturing and editing A-roll and B-roll

Volunteer Events & Admin. Coordinator — DriveUT — Knoxville, TN (Aug. 2016-Aug. 2020)

- Led processes to grow active club membership by approximately 130% in two years
- Worked in collaboration with leadership to develop flyers placed on enthusiast cars around campus
- Produced promo videos spreading club awareness and increasing social following
- Crafted weekly email newsletter aiding in member retention and club growth

Education:

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

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