

# BEN LIPPERT

## EDUCATION

South Dakota State University

Degree: BS Advertising & Journalism, Marketing Minor (2011)

Clubs/Activities: Newspaper Editor/Reporter (*The Collegian*), Radio DJ/Underwriting Director (KSDJ Radio - 90.7 FM), Advertising Club, Statesmen Men's Choir, Intramural Sports (basketball, football, disc golf)

## WORK HISTORY

Online Marketing Specialist at LoSasso Integrated Marketing, October 2014 - Present

Duties: PPC, Search Engine Marketing, Search Engine Optimization, Social Media Marketing/Management, Writing, Analytics Reporting  
Clients: Jayco, Entegra Coach, Mitsubishi (MC Machinery), Sandvik Coromant, Big Kaiser, UL, Brunswick

Digital Marketing Strategist at Vision Video Interactive, February 2014 - October 2014

Duties: PPC, Digital Marketing Strategy, SEO, Social Media Marketing/Management, Social Media Marketing, Writing, Analytics Reporting  
Clients: Vern Eide Motorcars, Great Plains Honda Dealers, Omaha Honda Association, Montana Honda Dealers

Community Manager at Foursquare South Dakota, November 2010 - November 2014

Duties: Writing, Blogging, Event Coordination, Foursquare News Beat

Social Media Intern at Sioux Falls Skyforce (NBA D-League), November 2012 - April 2014

Duties: Social Media Management/Strategy, Fan Services, Company Branding

Web Strategist at Fused Interactive, May 2012 - February 2014

Duties: Web Strategy, Content Development, Email Marketing, PPC, Social Media Marketing/Management, Search Engine Optimization, Account/Project Manager, Business Development

Clients: South Dakota State University Bookstore, Midwest Fire, Arrow Manufacturing, Slydog Skis, Oakridge Nursery, Oh My Cupcakes!

Online Marketing Specialist at Robert Sharp & Associates, May 2011 - May 2012

Duties: Search Engine Optimization, Blogging/Press Releases, Social Media Marketing/Management, Mobile Website Platform Development, Analytics Reporting, Project Management, Business Development

Clients: South Dakota Lottery, Reptile Gardens, Waste Connections, Western Dakota Tech, Rapid Transit System, Murphy's Pub & Grill

Social Media Intern at 9 Clouds, November 2010 - February 2011

Duties: Writing/Blogging, Screencast Web Tutorials, Social Media Marketing/Management, Web & Social Sandbox Education

Editor & Reporter at *The Collegian*, December 2009 - May 2011

Duties: Section Editor (*The Juice*), News Reporter, Copy Editing, Layout, Video/Multimedia Production, Web Publishing

Underwriting Director at KSDJ Radio - 90.7 FM, May 2010 - May 2011

Duties: Ad Sales, Ad Production, Account Executive, Social Media Management, Radio DJ (two weekly shows)

News Intern at South Dakota Public Broadcasting, May 2010 - August 2010

Duties: Interviewing, News Writing, Audio Recording, News Publishing

## CERTIFICATIONS

Google AdWords Certified

2014 - Present

Google Analytics Certified

2015 - Present

## INTERESTS

Running, writing, blogging, social media, personal development, listening to podcasts, eating at new restaurants, doughnuts, coffee, craft beer, bowling, disc golf, watching documentaries, exploring

## CONTACT INFORMATION

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