

BEN LIPPERT

EDUCATION

South Dakota State University

Degree: Bachelor of Science in Advertising, Marketing minor (2011)

WORK HISTORY

Digital Marketing Specialist at LoSasso Integrated Marketing

Chicago, IL, October 2014 - present

- Duties: Digital Paid Media (PPC, Display, Social), Search Engine Optimization, Social Media Marketing/Management, Analytics and Digital Reporting
- Clients: Jayco, Entegra Coach, Connect Hearing, HEIDENHAIN, BIG KAISER, MC Machinery Systems, Practical Machinist, North American Food Equipment Manufacturers, LoSasso Integrated Marketing

Digital Marketing Strategist at Vision Video Interactive

Sioux Falls, SD, February 2014 - October 2014

- Duties: Digital Paid Media, Digital Marketing Strategy, Search Engine Optimization, Social Media Marketing/Management, Blog Content Development, Analytics and Digital Reporting
- Clients: Vern Eide Motorcars, Great Plains Honda Dealers, Omaha Honda Association, Montana Honda Dealers

Social Media Intern at Sioux Falls Skyforce (NBA D-League)

Sioux Falls, SD, November 2012 - April 2014

- Duties: Social Media Management/Strategy, Fan Services

Web Strategist at Fused Interactive

Sioux Falls, SD, May 2012 - February 2014

- Duties: Web Strategy, Content Development, Email Marketing, Digital Paid Media, Social Media Marketing/Management, Search Engine Optimization, Account/Project Management
- Clients: South Dakota State University Bookstore, Midwest Fire, Arrow Manufacturing, Slydog Skis, Oakridge Nursery

Online Marketing Specialist at Robert Sharp & Associates

Rapid City, SD, May 2011 - May 2012

- Duties: Search Engine Optimization, Social Media Marketing/Management, Content Development/Blogging, Analytics and Digital Reporting, Project Management
- Clients: South Dakota Lottery, Reptile Gardens, Waste Connections, Western Dakota Tech, Rapid Transit System

Social Media Intern at 9 Clouds

Brookings, SD, November 2010 - February 2011

- Duties: Content Development/Blogging, Social Media Marketing/Management

CERTIFICATIONS

- Google AdWords (Search, Display, Mobile), 2014 - present
- Google Analytics, 2015 - present
- Facebook Advertising Core Competencies, 2017 - present
- Bing Ads Accredited Professional, 2018 - present

CONTACT INFORMATION

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