

Ben Lansing

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EDUCATION

University of Richmond, Richmond, VA

Bachelor of Science in Business Administration, May 2005, *cum laude*, GPA 3.48

Marketing concentration, History minor

Richard Bland College of the College of William and Mary, Petersburg, VA

Associate of Arts, May 2003, *summa cum laude*, GPA 4.0

WORK EXPERIENCE

Artist & Marketing Director, *Lansing Art Graphic Design & Illustration Services* (2005 – Present)

- Create and promote entrepreneurial graphic design and illustration services to a diverse clientele in a variety of industries.
- Efficiently handle multiple simultaneous projects and responsibilities while maintaining a detail and quality-oriented standard of excellence for each project.
- Experienced in Adobe Photoshop, Illustrator, Dreamweaver, Indesign, and Acrobat.

Media Administrator, *Days of Old Herb Farm* (2008 – Present)

- Create informational graphics and art for web and print publications about implementing organic farming as a part of a green, self-sustaining lifestyle.
- Assist in sales and marketing during trade show sales, educational seminars, and training events.

Administrator, *Richmond Regional Home Educators* (2007-Present)

- Manage a non-profit organization that features seminars and online services for homeschool families in the Richmond, VA area. (2007-Present)

Education Lobbyist, *Home Educators Association of Virginia* (2007-2009)

- Demonstrated a team-oriented mindset geared toward furthering the objectives of HEAV.
- Implemented strong speaking and written skills in communicating the benefits and goals of HEAV.
- Built and maintained working relationships with education and political organizational partners.

Marketing Director & Circulation Manager, *Richmond Magazine* (Spring 2005 – Autumn 2005)

- Designed and implemented marketing programs to increase magazine circulation and served as the public representative of the magazine at festivals and trade shows.
- Generated reports and programs for circulation and marketing analysis.

Advertising Intern, *Martin Agency Student Workshop*, Richmond, VA (Summer 2004)

- Collaborated with a team of advertising interns to create an integrated marketing strategy based upon an assessment of a business's key strengths and attributes.
- Delivered presentation to a team of advertising executives and awarded 'Best Speaker' by a board of judges.

Economic Planning Intern, *Crater Planning District Commission*, Petersburg, VA (2002-2004)

- Analyzed and processed statistical data to determine economic and employment values.
 - Gathered information for economic status reports used by local and state politicians and officials.
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HONORS & ACHIEVEMENTS

- Pulitzer nomination for newspaper artwork; nominated by John Seigenthaler, Sr. of the Freedom Forum (2008)
- Virginia Press Association "Best in Show" award for Artwork (2007) and 1st Place awards for Informational Graphics (2008), Illustrations (2007 & 2008), and Editorial Cartoons (2006 & 2008)
- Author, *Bigwigs of Classical Music*, a 300-page educational guide to music history. (2006)
- Finalist, Robins School of Business McWick Business Analysis Case Competition (2005)
- Dean's List, University of Richmond (2004-2005)
- President's List, Richard Bland College (2002-2003)
- Member, Golden Key, Phi Theta Kappa, and Student Ambassadors collegiate academic honor societies