

Benjamin Weinberg, JD, MBA, MCSE

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Dear Hiring Team:

My mission is to harness my creativity to tell a client's story.

Through my company, Ben Weinberg Consultants, I offer marketing, sales, operational, and administrative consulting services for small- and medium-size businesses. Among my particular passions are helping companies and other organizations present themselves to stakeholders and the public online, in print, through personal contact and app- and chat-based interactions, and via social media. I have supported product sales at all stages of the business cycle, from point of first contact through maturation and subsequent reinvention, and my fees and expenses along with a breakdown of tasks and costs for each potential client will be transmitted prior to any engagement but only after an initial, no-cost consultation. I also offer project-based fees upon request.

My strong computer, online, and social media proficiencies have allowed me to create and manage a series of marketing campaigns and associated communications materials, including PPC, SEO, TV, radio, print, webdesign (Wordpress and Avada Themefusion), social media, and trade shows, that led to an immediate 20+% monthly average increase in lead generation activity for a national provider of walk-in tubs and other aging-in-place equipment and aids. I've also developed and directed marketing efforts and associated communications materials for an international provider of packaging materials while planning and documenting the sales, operational, and administrative sides of the business.

I have developed and analyzed marketing, financial analysis, and presentation materials for use in estate, business continuity, retirement, and wealth transfer planning. I've also consulted for and directed a variety of corporate financial divisions, at one point developing a fee-based financial planning process that helped a group of forty financial planners increase their fee income ten percent on an annual basis during one of the worst recessions in modern history.

I've built and administered technical products and services for meetings and conferences, and have even led behind-the-scenes, consumer-focused tours of wine country worldwide. I continue to craft technical materials, websites, public-facing content, and social media campaigns for a variety of businesses, in the process constantly learning about how to properly position a diverse set of companies in today's fast moving economy. I've written professionally for many international magazines and newspapers, online and in print, including as a contributing editor and Editor-in-Chief, am a member of the American Society of Journalists and Authors, and have won multiple awards for creative writing. I have also traveled extensively, particularly in North America, South America, and Europe.

Having contributed to many aspects of the business-to-business and business-to-consumer spaces, with job titles ranging from Director of Financial Planning and Regional Wine Manager to PR/Communications Specialist and Director of Marketing, I am confident that I can offer you the marketing, public relations, sales, operational, administrative, project management, technical writing and editing, copywriting, writing, editing, communication, and problem-solving skills you are seeking. I have attached my resume

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to this application and writing samples are available upon request. Please feel free to email (benweinberg65@gmail.com), visit my website (www.benweinbergconsultants.com), LinkedIn page (linkedin.com/in/benweinberg), or call me at +1 (303) 522-6738 to ask questions and to arrange for an interview.

Thank you for your time—I look forward to learning more about this opportunity!

Sincerely,

Benjamin Weinberg, JD, MBA, MCSE
President, Ben Weinberg Consultants