

Ben Turner

Los Angeles, CA | (213) 451-7372 | ben@benturner.me | [LinkedIn](#) | [Portfolio](#)

SUMMARY

- 14+ years brand and marketing experience in-house and agency side for global brands driving double-digit revenue growth and brand engagement for \$300+ million companies.
- Led teams of up to 10 direct reports across three departments operating in multiple countries with consistent development programs and proven history of talent retention.
- Innovative revenue strategist with a proven history of launching additional revenue streams, including 1PD/3PD and retail programs for hospitality companies, branded partnerships, and a variety of loyalty programs that increased ancillary revenue by +10%.
- Results-driven innovator with omni-channel experience skilled in digital strategy, customer retention, and loyalty programs, with a proven track record in digital transformation for companies.

EXPERIENCE

Senior Marketing Consultant

ASM Global | Los Angeles, CA | Nov 2023 – Present

Supporting the Los Angeles Convention Center as their first marketing department hire post-pandemic, tasked to reinvent the brand and its marketing strategy.

- Created the company's first-ever sales and marketing plan to improve efficiencies and tactics resulting in a 40% increase in occupancy rate and 16.5% increase in sales in its first year.
- Rewrote marketing SOPs impacting cross-functional teams and vendors improving efficiencies and department visibility.
- Created a new content strategy that has increased followers by 4.4% and post impressions by 25% YoY.
- Launched an SEO strategy increasing unique visitors by 19% and increasing non-branded search terms by 23%.

Group Brand Director

Full Punch Advertising | Vancouver, BC / Los Angeles, CA | May 2022 – Sep 2023

Led a portfolio of seven clients accounting for \$3 million in billing with a 100% agency-of-record retention rate. Clients included Denny's Restaurants, Moxies Restaurants, Chop Restaurants, Autograph Properties, Monarch Structures, Qualex-Landmark Living, and WIRTH.

- Rescued poor-performing accounts through client education and improvement on the process resulting in account retention and renewed client trust.
- Launched a national fully integrated campaign, including TV, for Moxies with a campaign effectiveness rate of 86% intent to visit.

Director of Marketing

Donnelly Group Hospitality | Vancouver, BC | Nov 2020 – May 2022

Recruited to own a portfolio consisting of 20 hospitality locations, 32 retail locations, four e-comm sites, and a variety of product lines, all equalling over \$100 million in annual sales.

- Repositioned hospitality business post-pandemic by launching 1PD and 3PD ordering increasing sales by 3%.
- Led the rebuild of the hospitality website from RFP to deployment, resulting in a 27% increase in quarterly reservation conversions and a 530% increase in quarterly private booking leads.
- Launched and managed online delivery sales for the brewery, 27 retail locations, and alcohol delivery through all 20 hospitality locations resulting in 3% incremental sales.
- Launched monthly departmental analytics report highlighting the impact of the marketing campaigns which supported the business case to grow the Marketing, Creative, and BI departments from three to nine team members.

Director of Marketing

Earls Restaurants | Vancouver, BC | Sep 2016 – Nov 2020

Directed marketing efforts for 67 locations in Canada and the US with sales of +\$330 million achieving YoY double-digit sales growth for three consecutive years.

- Modernized off-premise strategy by negotiating and optimizing 3PD partnerships resulting in 10% revenue growth in addition to launching a first-party online ordering platform resulting in 5% revenue growth.
- Implemented digital on-premise experiences resulting in 3% lower labor costs, and 15% increase in table-turn.
- Launched a loyalty program across the ten US locations which doubled the previous year's growth.
- Led a team of four direct reports with a 100% retention rate and three promotions through strong performance planning and goal setting.

Account Supervisor

DDB Advertising | Vancouver, BC | Jan 2015 – Sep 2016

Led a team on national and regional advertising campaigns for Subaru Canada which led to the retention of the account after being RFP'ed by the client.

- Hired to support the retention of the business, during its RFP process, which was accomplished through successful client relations and supporting the dealer network by leading more targeted advertising campaigns.

Managing Director

Lovely Package | Vancouver, BC | Jan 2013 – Dec 2018

Lovely Package and Lovely Stationery websites were created as a global source of design inspiration and information.

- Implemented a strategic SEO strategy which netted the two websites ~8% YoY website visitor growth capping out at 650K unique monthly visitors.
- Stayed consistently in the top three ranked design websites globally achieved through a focused SEO strategy and delivering first-to-market content.
- Utilized Google Analytics to educate targeted SEO efforts to the design student demographic, increasing global presence with large visitor growth from South Korea and Japan.
- Monetized the websites through self-regulated ad placements with design supply companies.

Brand Strategy Specialist

Lululemon | Vancouver, BC | Nov 2013 – Dec 2014

Brand strategist (contract) for non-product businesses' including sustainability programs, ambassador programs, regional strategies in local and international markets, and events. Led strategic planning and outreach plans, while being the liaison between business lead and creative/publishing teams.

- Developed the global community and brand ambassador strategy that redefined the brands connection to sport and product which guided regional teams to execute in-market.
- Supported storytelling and writing SOPs as a business partner for on-premise digital experiences, including virtual change room software, which improved labor efficiencies.
- Sold out the SeaWheeze half-marathon within sixty seconds of enrollment launch (15K participants), with the support of pre-marketing and teaser campaigns.

Strategist + Account Manager

TAXI Advertising | Toronto, ON | Jul 2011 – Nov 2013

Managed client relations and acted as a trusted Digital Strategist for integrated and digital-first national advertising campaigns. Clients included TELUS Mobility, TELUS Home Services, TELUS Corporate, and Louisville Slugger.

Account Executive

TBWA Advertising | Toronto, ON | May 2010 – Jul 2011

Managed client relations and oversaw account and project management, delivering national fully integrated advertising campaigns. Clients included Apple, Gatorade, Absolut Vodka, Yellow Tail Wine, Petro-Canada, First Ontario Credit Union, Willow Breast Cancer, Accessible Media Inc., and Golf Canada.

EDUCATION

BA, Advertising | Humber College | Toronto, ON

PROFESSIONAL CERTIFICATIONS

Google Digital Marketing & E-commerce Specialization | Google | 2024
Hotel Digital Marketing and Social Media Strategy | Starweaver | 2024
Hospitality Luxury Brand Management | Starweaver | 2024
Being A Leader | Leadership Circle | 2018
Interactive Masters Certificate | IAB Canada | 2012

AWARDS

2023 The Advertising & Design Club of Canada – Bronze, Radio - Chop Steakhouse “O Canada”
2018 Experience Award – Earls Top Producing Leader
2014 Promo Awards Gold – Digital Marketing Campaign - The Priceless Bat
2014 Promo Awards Silver – New Product Launch - The Priceless Bat
2013 Golden Halo Award – Best Social Media Campaign - TELUS For WeDay
2012 ADWEEK – ADWEEK's Ad of the Day - Accessible Media Inc. Documentary