

Ben Steele

OBJECTIVE

Passionate storyteller, photographer, strategist, and brand builder. United States Marine Corps Veteran. High attention to detail and organizational capacity. Strong communicator.

EXPERIENCE

2024 - PRESENT **STAG MEDIA** STRATEGY, MARKETING, PRODUCTION

- Strategy x Social Media x PR x Photo x Video
- The Surfer's Journal, Modern Huntsman, Gossamer Gear, Low Tide Thread Co, Arc'teryx, Fire Science Nutrition, Album, Wrangler, Fishskyn, Adobe, and more.

2024 - PRESENT **THE SURFER'S JOURNAL** PHOTOGRAPHY, CREATIVE, MARKETING

- Produced or created marketing photo and video content for ads and social.
- Project managed the 2023 and 2024 clothing line.
- Contributed to the social media marketing efforts to over 350k.
- Earned PR placements in The New York Times and Fast Company.

2016 - PRESENT **BENSTEELE.COM** PHOTOGRAPHY, FILM, FREELANCE MARKETING

- Photography, video, marketing, and brand services for major companies including Ogilvy, Wrangler, Triumph Motorcycle, Kaskade, and others.
- One of 40 worldwide Adobe Artist Development Fund recipients in 2022.
- Marketed, sold, and fulfilled photography prints worldwide.

2022 **ALBUM SURF** PHOTOGRAPHY, STRATEGY, MARKETING

- Created monthly marketing calendar and implemented email marketing, blogs, product review videos, packing inserts, YouTube strategy, and more.
- Tracked data and maximized the profitability of e-commerce store.
- Personally created a library of over 2,000 photo and video assets.

2018 - 2022 **UNITED STATES MARINE CORPS** LOGISTICS OFFICER

- Worked as the Motor Transport Officer where I managed 40 Marines, 50+ vehicles, and the transportation requirements of over 1,000 Marines.
- Maintained accountability of assets totaling \$7,273,641 while stateside and \$17,241,329 while deployed overseas.
- Refined processes and productivity in order to improve account Readiness from 8% to 79%.
- Nominated for Logistics Officer of the Year across the entire Marine Corps.

2015-2017 **SIR WYLDE** OWNER

- Founded a profitable accessories brand.
- Established cut and sew manufacturing in Brooklyn and Long Island.
- Shipped 100s of products worldwide.
- Orchestrated effective PR including GQ Magazine and The NFL Network.
- Successfully funded Kickstarter Campaign of \$10,100.
- Received \$25,000 initial round of funding from private investor.
- Sold the company in 2017.

- ### Other
- Data Analyst and Consultant for HYP3R Media.
 - Business and Tech Journalist for The Daily Universe. Awarded reporter of the year.
 - Awarded the Stephen W. Gibson Entrepreneurial Scholarship for startup pursuits.

CONTACT

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