



# Sade Benjamin

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 sadebenjamin.com

## Competencies

Data Interpretation and Insights  
Design Thinking Methodology  
Goal Setting and Feedback  
Presentation and Storytelling  
Sales and Client Relations  
Verbal and Written Communication  
Zero-Based Budgeting

## Tools

Analytics Tools  
(Tableau, Domo, PowerBI, Adobe)



CRM Platforms  
(Invision, Sketch, XD, Flinto)



Content Management  
(Umbraco, Orchestra, Experience)



Adobe Creative Suite  
(Photoshop, Illustrator, InDesign)



## Skills

Segment Marketing Strategy



Communications



Data Analytics



Research Methodologies



Content and Creative Management



## Experience

MBA Intern, Enterprise Strategy and Marketing, USAA

- Developed a comprehensive content marketing strategy that leverages member insights and organic search performance to engage users on the long path-to-conversion and maximize first-party behavioral data
- Pitched insurance claim technology that ranked third in innovation competition

2020

Digital Marketing Planner, Educational Content, Toyota

- Led qualitative and quantitative research to inform Toyota's sales enablement strategy, increasing the consumption of Toyota-owned educational content
- Introduced framework to deliver turnkey vehicle education plans that align national go-to-market strategy with customer purchase journey
- Increased employee awareness of Toyota owned educational content and the adoption of internal product education platforms by 17%
- Garnered 38% lift in dealership partner engagement by leveraging cross-functional relationships, corporate sponsorships, and celebrity influencers to enhance go-to-market strategy for Toyota Olympic | Paralympic partnership

2017-2020

Product Manager, Enterprise Intranet, Walmart Stores Inc.

- Presented business case and strategy for the redesign Walmart's global intranet interface increasing productivity in over 19 million weekly visits
- Led team of developers, designers, and partners, facilitated usability testing, and communicated project updates to executive champion and leadership
- Reduced time on-site (critical KPI) by optimizing navigation, information hierarchy, and load time while delivering product 3-weeks ahead of schedule

2016-2017

Marketing Project Manager, Careers Brand, Walmart Stores Inc.

- Developed segment strategy and implemented tactics to improve perception of Walmart careers, increase qualified leads, and drive conversion across collegiate, veteran, and ecommerce markets
- Served in a consultative capacity to functional groups facing Employer Marketing headwinds by becoming a market expert, defining talking points, and designing media mix inclusive of search, social, email, display, OOH and experiential
- Helped grow WalmartCareers.com web traffic to first 15 million unique visitors
- Supported the launch of GreenLightAVet.com boosting Walmart Careers' presence through national broadcast, out-of-home, and digital advertising
- Brokered relationships with new strategic partners, such as Tumblr, garnered top employer ranking in Wall Street Journal, and onboarded new agencies

2012-2016

Account Coordinator, Corporate Sales, Equinox Fitness

- Managed over 50 accounts inclusive of Deloitte, Ogilvy and Mather and more
- Implemented promotional strategy and increased retention by 7%

2008-2011

## Education

- University of Illinois at Urbana-Champaign, **Dec 2020**  
Master, Business Administration, Strategic Innovation
- Monroe College, New Rochelle, New York, 2012  
Bachelor of Business Administration

## Achievements and Associations

- Certified SCRUM Product Owner
- Google Sandbox Participant
- Court Appointed Special Advocate
- IBM Certified Design Practitioner
- National Black MBA Member
- Dallas Chamber of Commerce YP Member