

Sade Benjamin



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sadebenjamin.com

Competencies

Content / Inventory Management
Data Interpretation and Insights
Design Thinking Methodology
Goal Setting and Feedback
Presentation and Storytelling
User Research
Partner Relationship Management
Zero-Based Budgeting

Tools

Analytics Tools

(Tableau, Domo, PowerBI, Omniture)



Design Prototype Platforms

(Invision, Sketch, XD, Flinto)



Content Management

(Umbraco, Orchestra, Experience)



Adobe Creative Suite

(Photoshop, Illustrator, InDesign)



Skill Sets

Segment Marketing Strategy



Research Methodologies



Product Management



Analytics



Content and Creative Management



Experience

Digital Marketing Planner, Educational Content, Toyota

- Led Toyota sales enablement research programs to measure in-market content effectiveness and inform product education opportunities
- Designed framework to deliver omnichannel product engagement plan to over 1k dealer partners aligning OEM go-to-market with customer purchase journey
- Identified opportunities and implemented improvements to tactics, content, and owned media through user research, design, and stringent consult
- Assigned to a small executive-commissioned project team defining processes, procedures, and platforms for better data mining and meaningful reporting
- 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-
Present

Product Manager, Intranet Design, Walmart Stores Inc.

- Pitched 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
- Launched product with optimized navigation, minimized load time, and delivered sustainability documents 3-weeks ahead of scheduled time

2016-
2017

Marketing Project Manager, People Brand, Walmart Stores Inc.

- Developed strategy and tactics to improve perception and increase visibility of Walmart careers across collegiate, veteran, and ecommerce business partnerships, simultaneously –increasing conversion, engagement, and more
- Served in a consultative capacity to functional groups facing Employer Marketing headwinds by studying landscape, prioritizing goals, acting as a thought-leader, designing media mix, and creating executive talking points
- 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

Contracted Talent, Corporate Responsibility, MTV Networks

- Conducted competitive research and analysis to support the retrenchment of Comedy Central's Corporate Responsibility strategy through multi-screen engagement and supplemental network advertising

2012-
2012

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, Exp. Dec 2020
Master, Business Administration, Strategic Innovation
- Monroe College, New Rochelle, New York, 2011
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