

Benjamin Bixby

Multimedia Manager at DTN Management

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Summary

At 17 years old, I took the opportunity to work for GKFilms, a video production company covering action sports, based in Lawrenceville, GA. Acting as the 2nd camera operator and lead designer, I helped produce “The Prospects MX”, an amateur motocross film distributed across North America and Europe, selling more than 40,000 DVD copies.

After more than a year on the road - meeting great people and learning many life lessons - I felt it was important to further my education. I enrolled at Lansing Community College and pursued general education courses alongside my main interest - understanding the practice of effective design and how that can impact people's opinions and decisions they make.

Two perspectives helped me better understand the world around me – my early-life experience working with great people and organizations, and my professors and course-work at LCC. During my time at LCC, I worked on projects for various clients under my own name. I realized the importance of brand integrity – supported by clear, consistent communication and meeting deadlines. These two principles helped assure success for me and my clients. After two years at LCC, I became more and more busy with clients – it was time to start a company...

BIG Multimedia was born – from 2009 to 2012 BIG worked with more than 20 companies – large and small – strategically analyzing client needs and marketing objectives by producing the planning, direction, and media to exceed their goals.

I have aspirations to work with a high-energy, focused group of individuals, preferably within media production and management. I believe in achieving the best possible solution for the customer – while building a firm, long-lasting relationship.

Specialties

Windows/OSX/Linux

Microsoft Office

Adobe Creative Suite (ID, AI, PS, PP, AE, SB)

Sublime Text 2, E Text Editor, Textmate, Coda

XML, XHTML, HTML5 & CSS

Google Analytics, Adsense, Adwords and Webmaster Tools

Opera/IE/Chrome/Safari/Firefox - Browser Capabilities & Limitations

PHP / MySQL

3D Studio Max & Cinema4D

Currently working on:
RWD (Responsive Web Design techniques)
C and Java languages
Python

Experience

Multimedia Manager at DTN Management

April 2012 - Present (7 months)

Coordinate all multimedia requests between site-level property management, area-directors and the marketing team to design and develop collateral for DTN Management and its communities. Oversee and manage dtnmgt.com website as well as individual community websites, dtncubcard.com and analytics for all properties. Assist in new marketing initiatives, ideas, and efficiency for property managers and leasing professionals. Responsible for annual marketing piece "Student Apartment Living Handbook" design and production and advertising for annual leasing push of "Opening Day."

Owner at BIG Multimedia, LLC

December 2008 - March 2012 (3 years 4 months)

A marketing and multimedia firm focused on action sports industries. We combine market data and intuition with multimedia to promote increased exposure for our clients, sports, and athletes, as well as attracting support from outside the industry. Our specialties include: Video Production, Graphic Design, Action Photography, Web Development, Strategic Consulting, Integrated Marketing, Advertising, and Promotion Communications.

- Design & Development Consultant
- Web Developer (HTML5/CSS/PHP/ExpressionEngine CMS)
- Print and Online Media Designer
- Director of Photography, Editor, and Motion Designer
- Content Creator and Manager

Clients include: Osprey s.a. (Commercial and Recreational Properties), Otsego Club & Resort, FireCATT LLC, Log-N-Iron, Rustic Rails, Tri-R Distributing, Factory Edge Distributing, Athletes with Disabilities Network, Extremity Games, Baja Acres, Freeze X Fest (Soaring Eagle Casino & Resort), Michigan Ski Report, Time Well Spent Productions, Nick Wey (Professional Motocross Athlete), American Motorcyclist Association D14, Panther Creek MX LLC, Ricks Parts, and more.

Multimedia Manager at Lock Jaw International

March 2007 - August 2008 (1 year 6 months)

Lock Jaw International is a manufacturer of a patented Helmet Stabilizer that attaches to any full face helmet. The product's main function is to eliminate lateral rotation of the helmet, commonly referred to as "helmet slop", in the event of a crash. "Helmet slop" is very common, especially in motorsports, and can be the

cause of severe injury due to the displacement of the helmet on the rider's head. The Lock Jaw Helmet Stabilizer keeps the helmet in place to provide efficient protection during a crash. See more at www.lockjawracing.com

- Designed, Built, and Managed Website
- Designed Banners, Product Displays
- Produced Product Videos
- Fulfilled Online Orders

Videographer, Editor at GK FILMS

January 2006 - February 2007 (1 year 2 months)

Videographer, Editor, Motion Designer and Animator. Web developer and content manager. Produced "The Prospects MX" amateur motocross film and 30+ webisodes covering amateur motocross events, sponsors, riders and industry personnel. Collaborated with multiple media outlets to distribute video content including MotoPlayground Magazine and Racer X Illustrated.

Owner at TSR Films

January 2005 - January 2006 (1 year 1 month)

TSR Films is an action sports based video production company. TSR Films produced and distributed video content through various online media outlets creating brand awareness for athletes, events, and their sponsors.

Languages

German

Skills & Expertise

TextMate

PHP

Google Analytics

Coda

Encore

XML

Final Cut Studio

Adobe Acrobat

3D Studio Max

Cinema 4D

Adsense

Artificial Intelligence

Microsoft Office

Issue Identification

Dreamweaver

Google Adwords

HTML 5

Education

Lansing Community College

Design & Communication, General Ed, 2007 - 2009

Honors and Awards

Worked with the Athletes with Disabilities Network (ADN) and Extremity Games (eXg) to help create and distribute video content for ESPN X-Games limb-loss and limb-difference competitors. Video's featured on various local TV news networks.

Production of "The Prospects MX" amateur motocross film - distributed across North America and Europe with over 40,000 DVD copies sold.

Over 40,000 views on multiple video productions including Nick Wey (Professional Motocross Athlete) and Baja Acres annual "Baja Brawl"

Completely redesigned and re-imagined the "Student Apartment Living" handbook, the major annual marketing piece for DTN Management and it's communities. Produced over 40,000 copies of the 80+ page book with over 30,000 copies mailed directly to MSU Students. This book sets the tone for the entire leasing season and 2012-2013 has been the most successful leasing season in the history of the company.

Interests

Web Development, Videography, Photography, Designing and Sketching, Fishing, Motocross, Hiking, Road Cycling, Snowboarding, Reading (tangible!) Books

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