

# Miles Benson

## CONTENT DIRECTOR

Boston, MA

[www.powersourcestudios.net](http://www.powersourcestudios.net)

[miles@powersourcestudios.net](mailto:miles@powersourcestudios.net)

508.498.7439

### SKILLS

Creative solutions	Clear communication
Quick decision-making	Video editing
Compelling storytelling	Illustration
Multitasking	Responsive mobile design
Unique and sensible branding	Observe, adapt and respond intelligently

### PROGRAMS, LANGUAGES & HARDWARE

#### *Proficient in:*

Mac, PC, iOS, Canon, Nikon, Photoshop, Illustrator, After Effects, Premiere, InDesign, Dreamweaver, iTunes, Apple Keynote, Apple Pages, WordPress, 3DS Max, Adobe Experience Manager, AtTask Project Management, Google Docs, Google Sheets, DJI Phantom, DJI Ronin

#### *Working knowledge in:*

InVision, Avid, Catalyst, Edge, PHP, Javascript, Soundtrack, MS Powerpoint, Cinema 4D, Garageband, Protools, HTML5, CSS3, Final Cut Pro X, MS Excel

### EDUCATION

#### **Boston College, Chestnut Hill, MA**

Master of Science, degree anticipated May 2019

Courses: Digital Media Field Production, Film Making, Screenwriting, Project Management, Cyber Security, Cinematography

- Directed three short films that broadened my video production skills and secured a new job opportunity with more responsibility

#### **ImprovBoston, Cambridge, MA**

Courses: Sketch Writing, Improv

2014 - 2017

- Collaborated on direction, production, and script writing of several highly successful sketch comedy shows resulting in an entirely sold out run

#### **New England Institute Of Art, Brookline, MA**

Bachelor of Science Degree in Interactive Media Design

2001 - 2006

- Built an immerse interactive art and technology exhibit that displayed the university's ability to utilize technology in innovative ways which resulted in high praise from the board of directors and the student body

### EXPERIENCE

#### **Content Director, Boston College**

2007-Present

- Managed university stakeholder marketing projects, including website redesigns and social media plans
- Worked as a liaison between constituents and the in-house creative team to see projects through from concept to delivery
- Lead crew members in creating story boards and productions, as well as edited and composed visual effects for video projects
- Managed business relationships while maintaining strict confidentiality
- Organized and coordinated business functions in a high paced environment with demanding deadlines
- Managed featured content for the Boston College homepage that was seen by 13,150 people a day
- Trained and mentored eight freelance professionals and helped them all secure full-time jobs in the creative field
- Innovated their brand by telling stories in unique and interesting ways using video, animation, and code which generated repeat viewers, publicity and interest in the college
- Delivered detailed illustrated interactive Google map that increased awareness for students in need of a handicap friendly campus

#### **Creative Director, Power Source Studios**

1996-Present

- Business owner of creative services for 21 years
- Direct industrial, documentary, commercial, and animation video projects
- Development and implementation of strategic marketing programs and initiatives involving videography, editing, content writing, design services, and much more
- Led the analysis, design, development, and launch of honey product sold at five star hotel
- Oversaw marketing strategy from the requirements-gathering phase through implementation on fifteen high profile diverse companies
- Organized fundraising volunteer efforts that helped victims of the Boston Marathon bombings

#### **Product Manager, Big Fish Communications**

2005-2007

- Collaborated with UX, visual design, and developer teams from the requirements-gathering phase through implementation on a marketing strategy for a high profile client resulting in a 20% profit increase and exposure to international market base

#### **Editor, America's Test Kitchen**

2003-2004

- Compiled and converted back issue print articles to online, that secured several hundred more subscriptions to their publications

