



BENJAMIN BASIL FRYE

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EXPERIENCE

Brandcenter | Independent Study Project | Dec. 2015 - Apr. 2016

Teamed up with Google to analyze the Google Play brand and develop a growth strategy that was pitched to Google management • Synthesized trend & competitive data to determine key areas of opportunity • Used qual & quant research to extract unexpected insights about the audience • Forecasted financial impact to validate strategic decisions • Made creative tactical recommendations to bring strategy to life

Capital One | Brand Marketing Intern | Jun. 2015 - Aug. 2015

Created an experiential marketing campaign to increase brand connection with students • Worked with in-house Advertising team and agency reps (DDB) to create an online video strategy for Facebook and Youtube to promote products • Pitched strategic and executional recommendations to upper management • Conducted qualitative research that provided new insights into unexplored target markets

Well Done Creative | Project Manager | Jan. 2013 - Jan. 2014

Responsible for project delivery in a creative design firm • Facilitated communication between clients and creative teams throughout project life (ranging from website creation to event signage to brand strategizing) • Produced and edited documentation (proposals, estimates, contracts and site architecture) • Managed company social media outlets through social listening by adjusting communications and content strategy to increase reach • Gained leadership and project management experience

Craig Via Realty & Relocation | Marketing Coordinator | Apr. 2013 - Oct. 2013

Tailored company marketing strategy and produced marketing materials for real estate listings • Refined communications skills while working in a high-stress environment and leading time-sensitive projects with minimal oversight • Maintained company website • Coordinated schedules between clients and photographers/appraisers/vendors • Reworked social media strategy to enhance brand identity

EDUCATION

VCU Brandcenter

M.S. in Business | Creative Brand Management | Expected 2016

Current Cumulative GPA: 3.56/4.0

The CBM curriculum combines elements of a traditional MBA program with cross-functional, creative teamwork. CBMs are equipped to solve business problems through insight-driven strategy, branding, and the application of creativity in business.

Key completed coursework | Business of Branding, Strategic Thinking, Research Methodologies, Creative Thinking, Accounting for Comms Professionals, Brand Engagement and Interaction, Brand Analytics, Advanced Brand Management

Virginia Commonwealth University

B.S. in Mass Comm | Public Relations | Minor in Business | 2011

Cumulative GPA: 3.2/4.0

SKILLS

Brand strategy and positioning
Brand story
Segmentation studies
Market research (qual/quant)
Surveys and discussion guides
Focus group facilitation

Pitch composition and delivery
Creative briefing
Situational analysis
Competitive analysis
Planograms
Adobe Suite (intermediate level)

PASSIONS

Write and perform music regularly on the guitar, drums and vocals • Taught music for a month at an orphanage in Ghana in 2010 • Lover of movies especially anything with Mark Wahlberg because he is the man • Enjoy any kind of exercise from rock climbing to weight lifting to running to hot yoga • Volunteered for a high school mentorship program throughout college • Grounded by my wife and dogs