


# Jessica Benson

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## Summary

Dynamic and results-driven senior-level marketing, communications and sales leader with a verifiable record of achievement creating new multimillion dollar revenue, yielding explosive growth and business profitability.

Valued for devising innovative, effective methods to communicate sophisticated brand identity, generate visibility, and build corporate credibility.

Top-notch, bilingual communicator with an aptitude for adapting messages for regional, national and international audiences.

Highly motivated to outperform the competition; consistently sets and achieves personal goals above corporate expectations.

## Experience



### Fifth Grade Teacher

Renaissance Academy

Sep 2019 - Present (7 months +)

Elementary School Teacher at Renaissance Academy.

Fifth Grade, Chinese Dual-Immersion.



### Integrated Marketing Communications and Creative Specialist

LeDevenir (Freelance/ Consulting/ Special Projects)

2002 - Present (18 years 3 months +)

Accomplished freelance professional, having completed work for numerous clients since 2002. Projects have included all aspects of branding, marketing, internal/external communications, public and media relations, social media management, creative direction, graphic/ collateral design and copy writing.



### Teacher, Lower Elementary Montessori

American International School of Utah

Jul 2018 - Sep 2019 (1 year 3 months)

Responsible for educating 22 culturally- and socioeconomically- diverse students from 17 different countries. Accepted position under full disclosure of the unique challenges ahead. The class had been subject to multiple staff turnovers over a two-year period, the result of which had left this group unstructured, behind academically, and a long way from normalization. By the end of the school year my students had not only managed to catch up, they had successfully catapulted themselves into "above average" levels.



### Talent Manager

Bunim Murray Productions

Jun 2009 - Sep 2019 (10 years 4 months)

Talent Manager for several Bunim Murray productions and special events, including Lifetime Television's "Project Runway" and E Network's "KIMORA: Life in The Fab Lane."

SPECIAL EVENT: 2010 MERCEDES-BENZ NEW YORK FASHION WEEK. Kimora Lee Simmon's "Baby Phat" SPRING/SUMMER 2010 Roseland Ballroom (Backstage/Talent Coordinator)

The "Baby Phat" SPRING 2010 runway show was one of the most anticipated shows of the Spring 2010 Fashion Week. In addition to managing the event itself, our crew filmed and edited all the footage on the spot to up link via satellite for LIVE broadcast on the Megatron in Times Square. Thousands of people in Times Square watched the show, hosted in part by Kim Kardashian and Robert Verdi of Full Frontal Fashion.

SPECIAL EVENT: 2010 MERCEDES-BENZ NEW YORK FASHION WEEK. "Project Runway 7" Season Finale Runway Show FEB 2010 Bryant Park (Talent Coordinator)

Initial production wrapped in September of 2009, but resumed again in February of 2010 with ten of the original sixteen contestants returning to New York City to showcase their complete collections at Bryant Park during the Mercedes-Benz NY Fashion Week.

Worked in conjunction with film, talent and countless other departments on location at The Westin Hotel in Midtown to ensure smooth execution throughout two weeks of final production to successfully complete filming for PR Season 7.

On the last Friday of production, worked on location, backstage at Bryant Park managing each of the ten contestants before, during and after each designer showed their collection. Coordinated with all departments to deliver a flawless marathon runway show, hosted by Heidi Klum, Timm Gunn, Nina Garcia, Michael Kors and Faith Hill as guest judge.



## **Talent Manager**

### **Project Runway**

2009 - 2013 (5 years)

As emissary for the show's Talent Manager I was responsible for all sixteen designers throughout production, delegating to a team of PAs while fostering liaisons for communications between all departments.



## **Director of Marketing**

### **J. Lemle Real Estate**

Mar 2009 - Jun 2010 (1 year 4 months)

Created, executed and sustained the company's strategic initiatives to launch a new brand identity. Designed and authored all marketing collateral and supporting company literature. In addition to the primary responsibilities of the position, also contributed an extensive knowledge of spotting, analyzing and creating trends to the remodeling department. Submitted expert analysis and recommendations for the renovation of newly available properties based on market knowledge, competition, and price point, at the first of every month.



## **Marketing Manager**

### **Sotheby's International Realty**

Oct 2008 - Jun 2010 (1 year 9 months)

Managed communication between the BGSIR executives and the Sotheby's corporate marketing department to launch marketing and brand visibility for the first Sotheby's International Realty office to open within Kentucky and situated at the heart of equestrian luxury, Lexington.

Jessica developed and implemented the brand's internal and external communication initiatives. She was responsible for overall brand aesthetic across all media and for all audiences, working with each BGSIR agent to create individual brand strategies in line with corporate identity. Jessica designed and authored corporate literature and all marketing collateral for the BGSIR; the company, it's agents and the listings. Additionally, she managed BGSIR's in-house design department and design-related vendor relationships.

Among her accomplishments, Jessica implemented the use of social networking to market real estate, in turn making BGSIR a pioneer for the practice within the Kentucky region.

## Education



### **International School of Brussels**

International Baccalaureate Diploma, International Baccalaureate Diploma Programme  
1984 - 2001

The IB Diploma Programme is a comprehensive, internationally recognized curriculum and assessment system. The program is available to students of qualifying international institutes for education.



### **Chapman University**

BA, Communications, Public Relations, Film and Television  
2001 - 2005



### **New York University**

Master of Arts - MA, International Real Estate Development  
2009 - 2012



### **New York Real Estate Institute**

New York State Licensed Real Estate Salesperson, Real Estate Sales  
2010 - 2011

## Licenses & Certifications



**Common Sense Educator** - Common Sense Media



**Computer Science Fundamentals** - Code.org



**Certified Nearpod Educator** - Nearpod



**Certified Apple Educator** - Apple for Education



**Elementary Education (1-8)** - Utah School Board Of Education  
720003

## Honors & Awards



**Founder's Scholar** - Chapman University

Awarded merit-based scholarship in the amount of \$5000 per academic year.



**Dean's List** - Chapman University

Earned designation every semester for high cumulative GPA = 3.82.



**National Honor Society** - National Honor Society

Selected a member of the Skyline High Aquilifer Chapter, based on scholarship, leadership, service, and character.



### **Provost's List - Chapman University**

Presented by the Office of the Provost for maintaining a high GPA, awarded every semester of attendance at Chapman University.



### **Honors Program - Westminster College**

One of 35 students nationwide to be accepted into the Honors Program at Westminster College, on the basis of my ACT/SAT, GPA and essay scores.



### **Dean's Scholar - Westminster College - Bill and Vieve Gore School of Business**

Awarded four-year Dean's Scholarship and \$24,400 in recognition of academic and extracurricular achievement.



### **AP Scholar - The College Board**

AP Scholar Award presented by the College Board's Advanced Placement Program for outstanding academic performance, on the basis of AP achievements. Designation, 2001.



### **President's Award Educational Excellence - President's Education Awards Program**

President's Award for Educational Excellence presented in recognition of Outstanding Academic Achievement. Signed by President Bill Clinton.



### **Graduated with Honors, Magna Cum Laude - Chapman University**

Graduated from University with Honors, Magna Cum Laude GPA 3.9.

## **Skills**

Copywriting • Public Relations • Marketing Communications • Event Management • Publicity • Social Media Marketing • Corporate Branding • Multilingual • Graphic Design • Art Direction