

BRUCE 'ZEN' BENEFIEL

Possibilities Coagulator



CONTACT

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PROFILES

DISC

Natural: Persuading Promoter

Adaptive: Conductor

Myers-Briggs: ENTJ

EDUCATION

MAOM

University of Phoenix

2002

MBA

University of Phoenix

1997

BSBA

University of Phoenix

1989

CERTIFICATIONS

State of Arizona

Partnering Facilitator

AZ DOT

2004

Tempe, AZ

Life Coaching

2004

PROFESSIONAL PROFILE

Educator and Producer experienced in analysis, communication, marketing mix and audience engagement. I've garnered a unique perspective and understanding of how to achieve results beyond expectations in virtually any environment as a servant leader. I am an active listener able to ascertain client needs and deliver results. The monikers 'Zen' and 'possibilities coagulator' came hosting a TV show in the 90s and Dudley Lynch's recommendation on LinkedIn respectively.

EXPERIENCE

Digital Marketing Specialist | President's Resource Organization

2014—2020

PRO Peer Advisory Boards are comprised of non-competitive small business owners with minimum of 5 employees/\$500,000 annual revenue that meet monthly for facilitated discussions of challenges/opportunities for growth in the marketplace.

- ◆ Created WordPress websites— Keyword and SEO expertise first page rankings
- ◆ Digital Marketing —InfusionSoft campaigns and social media platforms
- ◆ Co-Facilitator —Energize small business owner peer advisory boards
- ◆ Co-host —2 Small Biz Guys small business radio & generated 200,000 listens
- ◆ Workshop Facilitator— Digital Marketing and LinkedIn best practices
- ◆ Video Conferencing— Set up, manage and record Zoom videoconferences

SEO/SEM & Web Development | Planck Social Media Agency LLC

2010—Present

Web developer and digital marketer for custom WordPress websites and Social Media.

- ◆ Concept to completion of 40+ WordPress custom websites
- ◆ Created Digital Assessment tool — SWOT analysis of business and web presence
- ◆ Expert SEO/SEM—Consistent SEO first page rankings for keywords
- ◆ Expert in creating digital marketing campaigns on multiple platforms
- ◆ Expert in social media platform integration and marketing campaigns
- ◆ Expert in blogging/copywriting for content and target/topic-specific targeting
- ◆ Instructor of multiple workshops on LinkedIn and Social Media Marketing

Marketing Professor | University of Dubuque

2018—2010

Instructor for bachelor's and master's degree programs at the Tempe, AZ campus.

- ◆ Develop instructional plan based on curriculum, content and class schedule
- ◆ Keep current with changes and innovations in marketing mixes
- ◆ Advise and supervise students performance and products
- ◆ Challenge student ability and awareness in class and coursework
- ◆ Demonstrate expertise through examples and results