

BRUCE 'ZEN' BENEFIEL

Wordsmithy and Writer



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

SWIHA, Tempe, AZ
Life Coaching
2004

AZ Tech, Tempe, AZ
Desktop Publishing
1991

PROFESSIONAL PROFILE

An avid reader and writer across a plethora of topics; 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. 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

Content and Web developer as creator and digital marketer for client's custom WordPress websites and Social Media. Multiple blog content writer.

- ◆ 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. Assess, comment and grade assignments online, on ground class engagement.

- ◆ 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

Freelance Copywriter, Editor, Proofreader, Wordsmith, Writer 1988-2020

- ◆ Hundreds of guest blog posts, featured articles and commentaries
- ◆ Feature writer for niche market newspapers in Arizona
- ◆ Editor/Proofreader for Extend and Sources magazines, Phoenix, AZ
- ◆ Editorial copy, copywriter and marketer—various events and radio/tv shows
- ◆ Author of 15 books, LinkedIn workbook to Transformational Life Coaching