

# SHELLY BENSON

• marketer | storyteller | holistic nutrition •

## ABOUT ME

I am a passionate and motivated marketing specialist. I create inspiring, dynamic and engaging user-experiences through digital storytelling. I'm a Nutrition Therapy Masters Candidate (NTM) and blend my training in holistic nutrition and wellness with my expertise in digital marketing.

## EDUCATION

2018 - current • Nutrition Therapy Institute  
Nutrition Therapy Masters (NTM) Candidate  
-See linkedin for completed course work

2001 - 2005 • University of Colorado Boulder  
B.S. in Journalism & Broadcast News

## EXPERIENCE

### 2017 - Digital Marketing Content Director

### Miles Partnership

**now** • Create innovative content strategies across digital, print, social marketing platforms for travel destination clients resulting in award-winning websites and campaigns.

- Lead a team of 3 editors, 2 designers and 2 developers to build websites on Drupal platform - developing brand guidelines, A/B testing, UX/UI optimization, content audit & strategies, writing & editing content and manage ongoing site maintenance.
- Project management using agile processes and scheduling for digital projects and website builds, while managing clients & 3rd party agencies contributing to projects.
- Oversee paid media and SEM campaigns; SEO strategies & organic search rankings.
- Analyze & report on campaign data to discover insights to inform strategy and opportunities.

### 2012 Editor/Project Manager

### Miles Partnership

Created print and web-based inspirational content for more than 6 travel destination websites and official destination visitor print guides. I managed content strategies, innovative video campaigns, and integration with social and paid media initiatives. Lead content creation for eNews programs & deployments reaching 350k subscribers.

### 2009 Regional Marketing Manager

### Wyndham Vacation Rentals

Managed website content, print, online marketing campaigns, SEO, paid search, and sales strategies for 700+ vacation rentals in Colorado.

## SKILLS

UX Best Practices  
Website Accessibility Standards  
Copywriting & eNews Management  
SEO & Google Analytics  
Drupal & Wordpress CMS  
Adobe Suite: Photoshop, InDesign, XD, Bridge  
Layout Design & Photo Editing  
RFP & Award Writing

## AWARDS

US Travel ESTO Awards (2019, 2016)  
HSMIAI Adrian Awards (2018, 2016)  
Addy Awards (2019, 2018, 2016)