

JUNAE BENNE

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- Copywriting
- Feature Writing
- Digital Marketing
- Public Relations
- Growth Marketing

- Brand Advocacy
- SQL
- Content Creation
- UX Design

- Social Media Campaigns
- Conversion Funnels
- Lead Generation
- Technical writing/comms

Digital Marketing Manager | [JunaeBenne Marketing](#) 2011 – Present

Responsible for the overall management and strategic execution of building Marketing campaigns and demand generation strategies for the specific brand and product marketing needs for over 20+ Partners with an emphasis on increasing brand awareness using data and key metric points to build engaging product narratives. **Clients Include: NBC Sports, Xbox, PC Gamer, Twitch, Black Gamer Girls, Black Girl Nerds, When Geeks Travel, Prime Gaming, C2E2, Depaul University Esports, PAX, Lightstream, Wired, and more.**

Key Highlights:

- Successfully led the launch of PC Gamer's Black History Month marketing strategies for their Forums and other online communities with over 1M active users across the globe. Helping to position the brand as an inclusive ecosystem for all backgrounds.
- Formed key partnerships with Corsair, NZXT and Broadcast.GG to launch a Chicago-based Bond foundation to help raise funds to Black people who were wrongfully incarcerated access to proper legal representation. ● Successfully launched the Gaming Dojo Hyper Tournament series averaging 300+ attendees per event.
- **Community Management:** Helps build customer acquisition and retention strategies to develop customer loyalty campaigns using marketing data and key metrics to create compelling conversion campaigns that foster organic engagements and brand growth. **Received special recognition for helping the Black Girl Gamer community grow by 4000+ members and increasing their community activity by 90% YOY.**
- **Feature Writing:** Leverages research and perspective to create thought provoking narratives that explore intersection of Sports, Gaming, Social Initiatives, and Entertainment. Pieces are cultivated to promote audience engagement and discussion among comment sections, community forums, and other online communities. Feature Stories include: **"Twitching over Taxes? Here's What Streamers Can Deduct" for Tom's Hardware and 10+ Equipment reviews for PC Gamer.**
- **UX Writing & Design:** Successfully determines market viability of product solution by conducting customer & subject matter expert interviews per project in addition to gathering market trends and insight to inform product direction. Designs intuitive wireframes combined with written content aimed to build the ultimate User Experience.
- **Marketing Communications:** Oversees the creation and execution of creative MarComm campaigns across several mediums and platforms to reach new customers, provide insights and help client campaigns reach their conversion KPIs. **MarComm strategies and tools include: Facebook Ads, Email, SMS, SEO, Instagram, Twitter Ads, Google Analytics, and more.**

Program Director | International Game Developers Association 2014 – 2022 Key Highlights:

- **Program Management:** Created comprehensive plans focused on implementing new initiatives such as after school programs, In person/digital events and charity partnerships. Maps programs to business objectives that improve brand awareness and loyalty.



Bachelors of Arts – Broadcast Journalism | Northern Illinois University 2013