

BENSON WINK

SENIOR CREATIVE STRATEGIST

bensonwink@gmail.com
(503)-710-5670
bensonwink.me

WORK

AERTHSHIP | *Oct 2021 - Present*

Creative Strategist / Creative Direction

- Building an ecological subculture to inspire eco-cultural hope.
- Creative Direction & Strategy for promotion, experience & content.
- Client Partners: Air Company, Gucci, Seed, Mold Magazine, Arc'teryx, Depop, Birkenstock1774, Callisto Farms, Oko Farms, Takigahara Farms (Japan)

TEAM EPIPHANY | *Nov 2021 - Nov 2023*

Senior Creative Strategist

- Won twelve pitches in twelve months.
- Managed 6 mid-level strategists; lead experiential, social, influencer and content from strategy to concept; facilitated the collaborations between brands & influencers.
- Clients: Amazon Music, Airbnb, American Express, New Era, Tres Generaciones, HBO, Salehe Bembury x Crocs, Grand Marnier, Estee Lauder, Nike

N/A COLLECTIVE | *Jan 2018 - Jun 2021*

Creative Strategist

- Piloted a weekly agencywide cultural report.
- Lead qualitative & cultural research and pitched new business
- Clients: Twitter, citizenM Hotel, FIFA, Tinder

TRANSLATION / UNITED MASTERS | *Jun 2017 - Sept 2017*

Creative Strategy Intern

- Uncovered cultural insights through social listening & qual/quant research.
- Wrote content strategy, scripts for commercials, and social copy; organized campaign roll-out calendars and lead internal cultural reports, weekly.
- Clients: NFL, Saint Lucia Tourism, United Masters

FREELANCE CREATIVE | *July 2017 - Present*

Creative Strategy / Photography / Fabrication

Clients: Vogue, Document Journal, Factory360, Office Magazine, Adidas Runners NYC, Air Company, Birkenstock1774, Oko Farms, Mold Magazine, Takigahara Farm

SERVICES

Story Direction
Copywriting
Brand Strategy
Experiential Strategy
Content Strategy
Research
GWI & Google Analytics

EDUCATION

University of Oregon

Bachelor of Science,
Journalism: Advertising

REFERENCES

Tin Mai

Creative Director
88 Rising
Founder
Aerthship
email upon request

Jennifer Whitney

Creative Director
BUCK NYC
heyjennwhitney@gmail.com

Joel Rodriguez

Executive Director of Engagement Planning
Translationllc
United Masters
joel.rodriguez@translationllc.com