

Ben Crisp

/ CONTACT DETAILS

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/ ALL ABOUT ME

Creative lead across multiple projects and formats. Accomplished in writing; videography; photography; organization communications; research; brand strategies; web, database and social media management.

International experience as Communications Director for a Guatemalan education non-profit. History of project management, event organisation and planning and team management of up to 30.

MA in Journalism, with a portfolio of publications in activism, politics, travel and music.

Excellent communicator with strong public speaking skills and proficiency in Spanish.

/ RELEVANT EXPERIENCE

> Communications Director - Guatemala

La Choza Chula | 2014 - 2018

Communications Director (2015-2018), Digital Media Manager (2014-15)

- > Co-director of La Choza Chula, a non-profit running education, enterprise and environmental programmes. In first year as a Communications Director delivered a 250% net profit increase, enabling us to expand all of our programmes.
- > Created all organization communications: built a brand that represents a clothing & bag company and a tour operator (providing income and job opportunities for the local community), alongside principal education and environmental programmes. Co-created a 3-year communications strategy. Produced all visual content including photography, videography and design. Content created and managed the website. Created and designed annual reports, newsletters, a hard copy book, product catalogues and more.
- > Managed social media channels to influence an **45% increase in sales (16/17)**. Organically increased Instagram and Facebook followers by over **1000%** in three years.
- > Ran 4 successful online crowdfund campaigns. Organized and ran large-scale fundraising events both in London and in Guatemala, whilst also communicating with donors. Professionally represented the organization at national and international events, including sustainable tourism fairs, schools worldwide and international fundraising events.
- > Project managed the successful build of a school permaculture garden, including all logistics and budget control, as well as managing, planning and coordinating international partners and the local community to bring the garden to life. It now provides produce for El Paredón whilst simultaneously generating income for the school.
- > Line managed up to 10 international and local volunteers and interns. Trained a local Guatemalan as my successor to my role, securing the future sustainability of the organisation.

> Marketing & Research Manager - UK

DK&A / Design Thinkers Academy London | 2018 - 2023

- > Produced ethnographic research – largely through video interviews – for clients including Under Armour, PwC, EastWest Rail, Cartier, Richemont & South Western Rail. These videos have been used to impact key stakeholder decisions. I have also produced, shot and edited numerous videos for these clients for design consultancy and event publicity purposes. Also conducted desktop research for major international clients, including Richemont and South Western Rail, used to guide key decision making.
- > Responsible for all marketing at the Design Thinkers Academy London, managing a 100k budget. I managed two websites, multiple social media channels (**leading a 500% Instagram increase and 900% LinkedIn increase**), newsletters, Google Ads, analytics and all content. Produced all videography, photography and blogs. The blog was recently named the world's **14th best Design Thinking blog by Feedspot**. Created and managed monthly email newsletter and used CRM to manage database. All this helped to grow the business, continuing to exceed targets, despite the impact of Brexit and Covid-19.
- > Launched their podcast channel (which now has over **14,000 listens**) and hosted, edited and produced multiple episodes.
- > Successfully launched our new online courses, co-building the new brand and marketing content. The online courses now regularly sell out.
- > Led the development of the two brands, creating their new collective mission, vision and identity that launched the Responsible Revolutions initiative.

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/ COMPETENCIES

- Final Cut Pro X
- Video Interviews / Research
- Fundraising
- Event Photography
- Public Speaking
- Project Management
- Event Videography
- Microsoft Suite
- Newsletters
- Event Production
- Photoshop
- Keynote
- InDesign
- Google Analytics
- Google AdWords
- Website Management
- SEO
- Blog Writing and Production
- Podcast Production
- Canva
- Social Media
- CRM
- Event Planning and Management

/ NON-PROFIT VOLUNTEERING

- > **La Choza Chula**, Guatemala | 2014 | Digital Media Manager
- > **Seeds of Hope**, Peru | 2012 | Education Assistant
- > **Khukan Ratbamrung School**, Thailand | 2009 | English Teacher and Program Developer

/ QUALIFICATIONS & COURSES

- > Design Thinking Fundamentals
- > Emergency First Aid in the workplace
- > Arvon Editing Fiction writing course

> Communications Consultant - USA / UK | 2022 - Present

- > University of Virginia Darden's School of Business - Reached #1 ranking on Amazon across numerous categories as the book publicist for *The Experimentation Field Book*. My work includes securing publicity for the book via podcasts, interviews, reviews and more, managing and creating social media, as well as making unique content for the book to grow exposure.
- > Cape Mentors - Produced and edited a video for the charity highlighting their work getting children back into education
- > Delivered bespoke audits of companies entire online presence to improve their offering and increase exposure, sales & performance. Organized or produced the required websites, marketing content, videos or more. Previous clients and organizations from the worlds of psychology, baseball, academia, yoga and more.

/ EDUCATION HISTORY

> Masters: University of Örebro

Journalism Connected | 2013 -14

- > Swedish Grade: Distinction | US approx 4 GPA / A
- > Thesis: A comparative study of alternative journalism and mainstream media in response to the case of the exiled Chagossians.

> Bachelors: University of Southampton History | 2009 -12

- > UK Grade: 2:1 | US approx 3.7 GPA / A-
- > Thesis: Why did Ernesto "Che" Guevara join the Cuban Revolution?

/ PORTFOLIO / FREELANCE

- > Fiction published or forthcoming in the *Downtime Review*, *Left Brain Media*, *MiniMag*, *Firework Stories* & *Short Story Me*. Currently finishing a short story collection and looking for publishers for debut novel.
- > Huck Magazine - Change Issue: The London Worker Who Gave Up Everything | Wrote article on development work and the transformative effect of surfing
- > Lost Magazine - Down the Dust Track | Wrote 31 page feature article and shot all photography
- > The International Times: Wrote multiple articles including The Materialism of Experience, The Big Dirty Smoke, The Middle Class Complacency of Remain & The Privacy of Music
- > UpReach: Shot and produced instructional videos, where one currently has over 68,000 views
- > Forgotten People of Chagos: Shot, produced and edited short documentary receiving the highest Swedish MA grade
- > Designed and manage the online presence of Villa Rosa, Guatemala. Produce all social media and website.

/ OTHER WORK EXPERIENCE

> Course Director

Studio Cambridge | 2014 - 2018 | Seasonal Work

Course Director, Activity Coordinator, House Manager

- > Led the internationally renowned summer camp, managing up to 30 staff and 200 international students and their group leaders. Directly responsible for the success of the camp. Organized and ran excursions across the UK with up to 200 students and adults.
- > **Special Needs Teaching Assistant** | Cricket Green School | 2016
- > **Substitute Teacher** | Internationella Engelska Skolan | 2013 - 14
- > **Lead Ski Rep** | The Ski Company | 2013
- > **Olympics Coach Host** | Sportsworld Group Limited | 2012