

Benjamin J Emerson

1901 Limerick Lane | Winterville, NC 28590

Digital Marketing and Media Agency Owner

Buzzadelic, LLC - Greenville, NC

January 2013 to Present

- Manages all aspects of business from strategic planning, scope of work development, to project management and execution of client campaigns.
- Creative Director responsible for developing integrated marketing, digital media, and advertising strategies and solutions for wide range of platforms and services.
- Experienced content generator as well as developer of audience personas and advanced targeting methodologies.
- Designs effective processes, objectives, and benchmarking reports for campaign management and measurement on platforms such as Facebook, Instagram, and Google Ads.
- Leads award-winning team in the areas of video production, social media marketing and advertising, organic SEO, PPC, web development, graphic design, and photography.
- Accomplished video and film Writer, Producer, and Director for feature-length and short films with multiple Official Selections and nominations at international film festivals.
- Director and Facilitator of summer film camps at a local non-profit for five years equipping and inspiring High School and Middle School students in areas of cinematography, acting, and editing to include AI technologies.
- Developed comprehensive curriculum for local film camps and hired counselors to support multi-week day programs.

Vice President of Information Technology / Social Technologies Officer

Tasti D-Lite / Planet Smoothie Franchise Brands - Franklin, TN

February 2007 to December 2012

- Demonstrated a strong blend of technical and creative abilities while overseeing the rapid expansion of technologies to include providing hosted applications for entire franchise networks.
- Integrated traditional IT functions with Social Media platforms and technologies.
- Featured in Twitter's Business 101 Case Studies and helped develop the location-based business products for Foursquare and Google as an early Beta partner.
- Led the development of the first ever loyalty program to feature an integration with social sites Facebook, Twitter and Foursquare.
- Responsible for social technology projects that were featured as case studies in 7 different books published in 2011. Provided the foreword to Location Based Marketing for Dummies.
- International speaker on the topics of social media technologies and customer loyalty.
- Appeared on CNBC, quoted in The New York Times, Reuters, Inc. Magazine, Entrepreneur, and AdAge as well as numerous other publications including the cover Hospitality Technology magazine.
- Earned numerous industry awards for excellence and innovation.
- Considered a pioneer in the areas of social loyalty and location-based marketing.
- Co-author of The Tasti D-Lite Way; Social Media Marketing Lessons for Building Loyalty and a Brand Customers Crave, published by McGraw-Hill in 2012.

Information Systems Manager / Director of Information Technology

Sona MedSpa - Franklin, TN

March 2001 to February 2007

- Project Manager and Liaison to third party overseeing development and deployment of \$2M Corporate and Franchise enterprise technology platforms. Awarded the Microsoft Pinnacle award in 2006 for Excellence in Microsoft Technologies.
- Provided technology leadership, vision, planning, management and service delivery. Created business process documentation, training material and curriculum.
- Orchestrated deployments of all voice and data circuit, computer and telecommunications hardware and software including planning, installation and support.
- Planned and organized internal network and information services activities, provided infrastructure solutions for new locations, managed support desk, network administration, and data / voice communication environments.
- Employee of the Year - 2003

Systems Administrator

Kempsville Building Materials - Virginia Beach, VA

March 1999 to March 2001

Systems/network administration for NT/Unix network using Citrix Metaframe and MS Exchange. Provided user support/training, Intranet/Web development and administration. Designed and deployed Intranet-based forms for streamlining department communications.

Education

Old Dominion University - Norfolk, VA

Non-Degree Program in Information Systems

January 1999 to December 1999

United States Navy

Non-Degree Programs in Advanced Electronics and Leadership Development

July 1987 to July 1994

Awards

2006 Microsoft Pinnacle Award

2010 QSR Magazine Applied Tech Award

2010 RSPA Retail Now Award

2010 Innovative Solution Awards

2016 NMMA Neptune Award

Films

Through a Class Darkly (2015) – Feature film - Producer credit

Stuck (2016) – Short film, Writer, Producer credit

Darren's Turn (2017) – Short film, Writer, Producer, Director credit

Books

The Tasti D-Lite Way; Social Media Marketing Lessons for Building Loyalty and a Brand Customers Crave, McGraw-Hill (2012)

The Hearts of the Fathers (2020)

The Longing for Legacy (2021)

The Edenbury Chronicles - Vol One (2022)

The Edenbury Chronicles - Vol Two (2023)