

Benjamin Prendergast

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EDUCATION

Illinois State University, Normal, IL

May 2023

Bachelor of Science in Marketing – Integrated Marketing Communications

Cumulative GPA: 3.32/4.0

PROFESSIONAL EXPERIENCE

Illinois State Athletics, Normal, IL

January 2020 - Present

Marketing Intern

- Obtained knowledge and experience within social media and fan experience marketing
- Contributed to a team of 15 marketing interns by working in game day operations, sales, and office hours
- Constructed multiple forms of gameday experience content to market Illinois State Athletics to fans and students
- Proposed marketing strategies including merchandise and sponsorship involvement opportunities to fans

Adobe, Normal, IL

January 2020 - September 2020

Brand Ambassador

- Educated 700 college of business students about Adobe Creative Cloud products
- Branded Adobe as an effective tool and useful tool for professional development
- Connected with 29 organizations throughout Illinois State University in need of education about Adobe's abilities
- Received a better understanding of all Adobe products in order to educate others

Freelance Graphic Designer, Normal, IL

Graphic Design Artist

August 2017 - Present

- Customized numerous projects including t-shirts, banners, signs, social media post, and advertisements
- Designed fundraiser products, generated over \$10,000 in revenue for Sycamore High School Football Team
- Created multiple advertising designs for eleven organizations throughout high school and college

ORGANIZATIONS & ACTIVITIES

Professional Business Fraternity, Alpha Kappa Psi, Normal, IL

September 2019 - Present

Vice President of Marketing

- Developed social media content for 1,564 followers on three platforms
- Produced and managed apparel for 81 members
- Collaborated with 13 individuals to improve diversity and inclusion in fraternity
- Established marketing approaches virtually and physically throughout coronavirus pandemic

Co-Founder of scrunchtime

- Worked in a team of 13 individuals to create a strong brand image towards 21,000 students across campus
- Organized a nonprofit business and raised \$2,386 for the National Breast Cancer Foundation
- Illustrated numerous designs for the business usage with Adobe Illustrator and Adobe Photoshop

Sports Business Society, Normal, IL

January 2020 - Present

Vice President of Marketing

- Published LinkedIn page for developing registered student organization of 49 individuals
- Demonstrated leadership and teamwork qualities through marketing committee of eight individuals
- Acknowledged a better understanding of sports businesses, opportunities, and connections

Computer Skills

Adobe Creative Cloud

August 2016 - Present

- Experienced in Adobe Creative Cloud products including Adobe Photoshop, Illustrator, InDesign, Premiere, and After Effects
- Presented Adobe Photoshop and Illustrator workshops as an Adobe Brand Ambassador to 700 college students