

BEN HARRIS

Marketing,
Content, Digital,
Design and
Creative Ideas
Specialist



BENHARRIS.KIWI



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CURRICULUM VITAE



ABOUT ME

I am an extremely hard working and driven professional with over a decade of experience in direct mail, print and marketing. I love a fast paced environment where no two days are the same and being able to get stuck in, whether its a structured task or letting my ideas run wild.

I have enjoyed a range of roles having spent time at small businesses as well as large corporate, giving me experience in how to understand a variety of organisations. First and foremost it's the people that make me choose an employer, something I've enjoyed greatly in my last few roles.

Sometimes my creativity spills over outside the workplace and in 2020 me and my partner started a laser engraving business (theoccasionco.nz) we run at home on weekends. It was a real fun challenge starting from scratch effective SEO, page loading times, Google Analytics, Facebook/Google Ads, social media management and everything else that comes with owning/running an eCommerce store. Fast forward to 2024 and we rank in the top 10 on Google for every single product and top position for over a quarter.



WORK EXPERIENCE

Fujifilm - Digital & Content Design Lead

Aug 2021-Present

My role is with the Process Automation division offering Kiwi businesses automation solutions, implemented and supported locally. As a marketing team of one, I overhauled all aspects of their communication and branding both internally and with customers.

Since joining we have achieved 300% growth in traffic to our website, successful lunch & learn events as well as winning new business from a variety of different marketing collateral. All contributing to meeting revenue targets with strong annuity.

As a team we achieved consistent growth year-on-year and are even seen as the lead region in Fujifilm's Process Automation space, helping other regions by sharing our knowledge and tools.

Created from concept to delivery a wide range of collateral, fact sheets, proposal templates, product showcases as well as various interactive tools for our Better Business website, which have proven to be the most accessed resources on our site.

Proficient in HubSpot, Adobe Suite, SEO tools, programming languages including JavaScript, web design using HTML & CSS and much more, being a fast and keen learner means this list is constantly changing.

Orangebox - Designer/Communications Programmer

Dec 2014-Aug 2021

I became the lead of all things digital and design, proactively engaging with external stakeholders from briefs to delivery. From variable print runs to dynamic websites with EDM campaigns and collateral to entice users to the designated call-to-action. Some designs for various campaigns internally and externally went on to win Gold at Pride In Print awards. I also successfully transformed their new business, successfully winning multiple clients using tailored, people first RFP documents to show Orangebox off.



EDUCATION

South East Essex College (UK)

2007-2010

1st Year - Level 1 British National Diploma in ICT - Distinction (100% Pass)

2nd & 3rd Year - Level 2 & 3 British National Diploma in ICT - Triple Distinction (100% Pass)



REFERENCES

FUJIFILM

Irene Direnko-Smith - **Head of Process Automation**

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Orangebox

Richard Tabram - **National Technical Services Manager**

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