

# Ben Friedman

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3941 N. Pine Grove Ave., Chicago, IL 60613 574-292-6983 bkfriedman11@gmail.com www.benkfriedman.com

## Experience

### Hotel Compete

Technical Business Analyst 2019-2020

- Gathered and organized massive amounts of data
- Utilized MySQL for data analysis
- Created dashboards to provide reports to clients
- Scheduled web scraping and other computing processes

### Galt Toys + Galt Baby

Ecommerce Developer 2015-2019

- Utilized UX principles identify and alleviate pain points experienced by customers
- Created and managed SEM/PPC campaigns with Google Adwords, Facebook and more
- Managed SEO and created dashboards to display data to stakeholders
- Utilized HTML, CSS, JavaScript, Jquery, AJAX, .PHP and more

### Got It Digital

SEO/PPC Specialist April 2017-July 2017 (Contract)

- Created and managed SEM/PPC campaigns with Google Adwords, Facebook
- Coded HTML5 banner ads for Google Display Network

### Wheel Fun Rentals

IT Manager March 2015- September 2015 (Seasonal)

- POS UX/UI design
- Installed new POS system and trained staff at 5 locations
- Supervised staff renting bikes at North Avenue Beach

### Bobby's Bike Hike

Tour Guide/IT, March 2014- July 2014 (Seasonal)

- Promoted health and history education by taking guests through historic Chicago neighborhoods on bikes
- Provided IT support

### SMS Assist, LLC

Strategic Support and Governance, 2011-2014

- Updated and maintained contract management databases
- Centrally coordinated E-mail lists for billing purposes

### YMCA Camp Eberhart

Head of Sailing Program/Web Content Manager/Administrative Staff, 2004-2011

- Updated camp website with photos, video and important communications to parents
- Managed and maintained fleet of 30+ sailboats

## Education

### DePaul University

M.S. Human Computer Interaction, 2017

### Ball State University

B.A. Communications, 2010

