

# BEN CARTER CONSULTING

Over a dozen years of digitally-influenced marketing, communications and policy experience in nonprofit, entrepreneurial and for-profit settings.

## CONTACT

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## SKILLS

Executive Communications and Strategic Planning  
Team Management w/ Gen Z, Millennial Expertise  
Crisis Communications  
Media Relations  
Campaign/Concept Development  
Budget Management  
Project Management  
Marketing Generalist

## EDUCATION

**MASTER OF ARTS, ADVERTISING**  
Syracuse University | 2010

**BACHELOR OF ARTS, JOURNALISM & COMMUNICATIONS**  
Hampton University | 2009

## FUN FACTS

Lifelong Los Angeles Lakers fan

Native of Southern California

Father of identical triplet girls

## RECENT ENGAGEMENTS

### Public Private Strategies | 2022

Washington, DC

- Manage suite of communications vendors and activities to support day-to-day marketing, communications and policy efforts.
- Serve as the final reviewer and executor of a large swatch of communication products inclusive of recurring executive Forbes column, email distributions, graphic design and press releases.
- Lead Bipartisan Infrastructure Law (BIL) project aimed at raising awareness of the BIL and billion dollar contracting opportunities resulting from the implementation of the law.

### New Heights Communications | 2021

Washington, DC

- Led key client accounts in the pursuit of meaningful engagements and coverage by members of the media.
- Draft press releases, opeds, graphic design.
- Key focus on electoral and Congressional redistricting issues.

### Montgomery County Council | 2021

Montgomery County, MD

- Manage external, public-facing communications channels for Montgomery County Council member, Will Jawando.
- Manage engagement and interviews with members of the media.
- Manage development of press releases, social media graphics, newsletters and visits to local businesses.
- Support legislative staff in councilmember's interaction with constituents.

## RELEVANT FULL TIME ROLES

### **Vice President** | 2022

Broadsheet Communications, New York, NY

- Lead, manage and service a book of clients in pursuit of media coverage in support of clients' strategic communications efforts.
- Maintain ongoing communication with reporters from the entire spectrum of media outlets and publications across the U.S.
- Contribute to new business pitches and pitch development.
- Guide junior account executives in servicing of client accounts.

### **Director of Marketing and Communications** | 2017 - 2021

EB5 Capital (Commercial Real Estate Investment), Washington, DC

### **Communications Manager** | 2014 - 2015

BAEO, Washington, DC

### **Communications Specialist** | 2012 - 2014

NMAC, Washington, DC

### **Associate Producer** | 2012 - 2014

SRB Communications, Washington, DC