

## **Ben Williams (Bendrix)**

Creative Digital Producer - Digital Strategist  
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### **HIGHLIGHTS**

- Digital producer & strategist for Nike's 2008 Beijing Olympic campaign – Shanghai, China
- Pioneered JWT's *Digital Services & Emerging Technologies* units – New York, NY
- Digital Media Evangelist: public speaking, interviews & published articles
- Executive digital producer & founder of Codedsignal, Inc.
- Independent HD videographer, motion graphics editor & compressionist

### **EMPLOYMENT**

#### **Codedsignal, Inc.**

##### **2005 to Present: Creative Digital Producer / Digital Strategist / Interactive Designer**

Codedsignal began as a personal blog on managing and producing digital media. Founded by Ben Williams on May 15, 2005, it has expanded into a platform that celebrates the intersecting worlds of music video technology and digital culture. Over the last five years, I have been published, interviewed and a key speaker at a number of technology and education venues across the country. The experience has permitted me the opportunity to work on a wide range of cutting edge sports, tech and entertainment short-term assignments.

#### **Key Initiatives:**

- Published article in the 2nd edition "Secrets of Podcasting" by Bart Farkas
- Executive digital producer & archivist for College Basketball commentator Dick Vitale – Basketball Hall of Fame
- Executive digital producer & archivist for NBA legend Dominique Wilkens – Basketball Hall of Fame
- Executive digital producer & strategist for NBA prospect Bayette Gordon – NBA D-League Miller Lite campaign
- Executive digital producer for the The Marc & Kelly Show Promo – ESPN 1070 The Fan Radio

#### **Wieden + Kennedy Shanghai, China (Nike's Kobe Bryant 2008 Olympic Campaign)**

##### **December 2007 – June 2008: Creative Digital Producer - Digital Strategist – Information Architect**

Recruited by W+K (Wieden + Kennedy) to freelance on a groundbreaking Nike campaign in Shanghai, China. The goal was to get young people from all over China interested in athletics and fitness in the lead up to the 2008 China Olympic games. The campaign was a major marketing initiative, dubbed Kobe Mentu, centered on a unique reality TV show bringing 24 mainland Chinese youngsters together with NBA superstar Kobe Bryant. This was preceded, accompanied and followed by a range of online activity: interviews with Kobe; training videos; Kobe+Nike integration into the Freestyle video game; launching of the "Ballers Network" a Nike/China-branded basketball social network.

#### **Key Initiatives:**

- Social media strategist & recruiter for a 5 person research think-tank - on the Chinese social media market
- Information Architect for the Ballers Network – a Nike basketball social network
- Concepted how the TV series integrated with the Kobe Mentu website & Ballers Network
- Led a 6 person digital creative team – we crafted the online story & designed the Kobe Mentu website
- Senior video editor leading a team of 5 video editors – we produced over 200+ videos in a 5 week period
- Collaborated with web designer to integrate Kobe's likeness into Freestyle – a popular Asian online video game

#### **JWT (J. Walter Thompson), New York, NY**

##### **2005 – 2007: Creative Digital Producer - Digital Strategist**

The "Nursery" was established in 2005 as a unit of JWTwo Entertainment. An edgy animation group composed of talented, young and irreverent artists — filmmakers, animators, illustrators — the Nursery was initiated as an experimental vehicle for creating original content that could draw an online following. It has served as a testing ground and a barometer for all online branded entertainment work for JWT New York. The most notable client is Microsoft.

**Key Initiatives:**

- Resident digital media strategist conducting in-house presentations, attending & speaking at events
- Coordinating liaison between creative & business teams
- Lead video editor, compressionist, & videographer using “guerilla theatre” tactics at industry relevant gatherings
- Creator of The Nursery website and worked with creatives to storyboard content
- Introduced social media concepts, web property, digital asset seeding, social media communicator, metrics

**JWT (J. Walter Thompson), New York, NY****2001 – 2005: Resident Digital Problem Solver – Digital Services**

The unit was charged with implementing innovative digital production and content delivery solutions for JWT. In a matter of four years, the unit went from one to 10 people, and zero profit to a million dollar profit center. A once archaic, expensive and time-consuming production was streamlined into a cost efficient flexible set up, replacing the “FedEx them a tape” solution. In 2001, JWT was the first major advertising agency in the US to serve and deliver digital video content to their 1,200 clients world wide. In 2004, With its introduction of an xSan system, JWT made history in the industry for being the first to implement a cost efficient and streamlined workflow solution. An article is featured on Apple’s website.

**Key Initiatives:**

- Creator of the JWTwo Digital Services Department and resident problem solver for all things digital
- Recruited, managed & trained new recruits in asset management, video editing, digital distribution & delivery
- Senior motion graphics editor, DVD author and compressionist
- Identified future technologies & new media platforms – a representative at industry conferences & trade shows
- Implemented an efficient workflow system on xSan, the local server & maintained web-hosting for client websites

**Chelsea Harlem, New York, NY****January 2000 – December 2000: Interactive Designer**

Chelsea Harlem was an Interactive Ad agency based in lower manhattan. The companies mission was focused on using the internet to help brand and build a web presence for African American entertainers and black owned businesses. They commissioned me to create branded interactive websites for businesses and entertainment personalities.

**Key Initiatives:**

- Branded website for record producer Jerry Wonder & multi-platinum recording artist Wyclef Jean
- Branded website for Lisa Raye, First Lady of Turks and Caicos Islands, television and Hollywood actress
- Branded website for Alex Thomas, comedian, television and Hollywood actor
- Branded website for 4th Quarter Entertainment a music production studio that produces for Hip Hop and R&B artists
- Branded website for Liquid Entertainment a studio that produces music videos for Hip Hop artists

**EDUCATION****Central State University, Wilberforce, Oh.****June 1997: B.A. Advertising Graphics (Honors Program)**

Core focus was graphic design with an emphasis in computer graphics and critical thinking.

**Honors and Awards:**

- Magna Cum Laude Honors 1997
- Alpha Kappa Mu National Honor Society 1997
- Best of Show in National HSBCU Visual Art Competition 1997
- Honorable Mention in National HSBCU Visual Art Competition 1996

**New York Film Academy • New York, N.Y.****Winter 2004: Twelve week course in Digital Editing**