

# BENJAMIN PLATT

## COMMUNICATIONS MANAGER

I am a versatile, story-focused communications expert with a proven passion for making complex subjects accessible to a wide audience.

### EXPERIENCE

#### FREELANCE WRITER & COMMUNICATIONS CONSULTANT

**Various** Mar 2018 - Present

- Write case studies, blog posts, and marketing materials for a top-tier ESOP advisory firm.
- Conduct interviews and write business profiles for a national employee ownership nonprofit organization.
- Oversaw creation of brand voice and identity for a consumer debt management startup.
- Assisted a leading UX/UI design firm with web and presentation copy needs for their successful rebranding effort.
- Created over 50 courses for an online real estate education company, including video scripts and supplemental materials.

#### COMMUNICATIONS MANAGER

**Rapid Realty NYC** Jan 2011 - Sep 2016

- Developed internal and external communications programs.
- Created over 30 training and onboarding documents for agents and franchise owners.
- Provided key communications and PR support enabling the growth of the company from 100 to 500 people over a two-year period.
- Managed a media campaign that generated 10 million impressions in two weeks and won the PR World Award for Viral Marketing Campaign of the Year.
- Co-authored an Amazon five-star rated memoir and business advice book alongside the company CEO.

#### HOUSING OUTREACH & ENGAGEMENT MANAGER

**Compass Family Services** Sep 2016 - Mar 2018

- Obtained and managed a six-figure grant from the City of San Francisco to assist families utilizing Section 8 Housing Choice Vouchers with finding and maintaining stable housing.
- Identified over 2,000 units of housing willing to accept rental subsidy vouchers.
- Interviewed, hired, and supervised Housing Outreach Coordinator and two Outreach Case Managers
- Conducted twice-weekly affordable housing education workshops.

#### STAFF WRITER

**Rainbow Animation** Jan 2009 - Jun 2019

#### FREELANCE EDITOR

**Bedford/St. Martin's** Jan 2006 - Feb 2009

#### STORY EDITOR

**Dan Wigutow Productions** Jun 2006 - Jun 2008

[blplatt@gmail.com](mailto:blplatt@gmail.com)

[1-774-279-0661](tel:1-774-279-0661)

[plattcontent.com](http://plattcontent.com)

[linkedin.com/in/benjamin-platt/](https://www.linkedin.com/in/benjamin-platt/)

El Cerrito, CA

### SKILLS

Copywriting  
Brand Engagement  
Communication strategy  
Content Writing & Editing  
Web Copy  
Speechwriting  
Scriptwriting  
Voiceover Recording

### EDUCATION

#### BACHELOR OF ARTS

**Wesleyan University** May 2006

English

#### INBOUND MARKETING CERTIFICATION

**HubSpot Academy**

#### INTERNAL COMMUNICATIONS MASTERCLASS

**Advanced Learning Institute**