

Ben Cafaro

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A visual storyteller with a record of successfully and strategically increasing digital engagement with internal and external target audiences in support of an organization's marketing goals. A creative collaborator with a passion for bringing messaging to life through photography and video.

PROFESSIONAL EXPERIENCE

Zimmerli Art Museum / Rutgers University New Brunswick, NJ Digital Strategy Specialist

September 2023 - Present

- Develop and launch a brand and digital marketing strategy across all of the museum's social media platforms. Manage and monitor daily content on the art museum's social media platforms; create dynamic monthly, brand-aligned content calendars and digital media including high-quality videos, photos and graphics; and develop editorial, educational, and event-based content and write copy.
- Inaugurate a TikTok account and introduce Instagram/Facebook Reels to reach new demographics.
 - Accrued more than 2 million views across video and photographic content since October 2023.
 - Accumulated more than 175,000 views on TikTok since its creation in October 2023; TikTok account reaches more than 6,600 unique viewers each month.
- Generate quarterly reports detailing results-driven metrics; significantly impact digital media traffic from fiscal year 2024 to fiscal year 2025.
 - Instagram - Increased reach by 467% and profile activity/visits by 269%.
 - Facebook - Increased reach by 43% and engagement by 138%.
 - Zimmerli Art Museum Website - Increased sessions by 50% and returning users by 237%.
- Act as on-camera representative of the Zimmerli Art Museum through videos that appear on social media.
- Coordinate audio and video needs for live events held at the Zimmerli; produce live-streams featuring CART (live-captioning) and ASL services for museum guests.
- Record, livestream and upload museum events to YouTube for audiences across the globe.
- Project manager for the development of a Zimmerli micro-website for the world's largest collection of Soviet and Eurasian nonconformist art.
- Supervise and mentor the social media intern.

**Answer / Rutgers University
Piscataway, NJ**

December 2021 - June 2022

Digital Content Developer

- Successfully developed and implemented a social media and digital content creation plan reflecting Answer's vibrant brand through photography, video and graphics.
 - Increased Answer's LinkedIn engagement rate by more than 100%.
 - Improved online store traffic by 23%.
 - Increased Answer's brand awareness and website traffic by 20% compared to the previous year bringing total visitors to more than 1 million.
 - *Sex, Etc.*, one of Answer's three brands, saw a 20% increase, an additional 34,455 visitors, in website traffic from December 2021 to June 2022.
 - *Sex, Etc.*'s Twitter impression count grew more than 30,000 per month.
- Responsible for supervising Answer's teen writing staff who contributed to social media and online content.
- Managed and trained a summer intern.

**Zinky Media Productions
Owner and Producer**

January 2016 - September 2023

Provide full video production and marketing consultant services for clients, including non-profit social media content, local government television and streaming, internal and external corporate media, independent short films, and live sports and music videos. Clients have included:

- Clanko Media, Bergen County, NJ
Production Consultant
 - Produce video coverage of public and private league hockey games for training and scouting uses.
 - Increased Clanko Media YouTube views to 20,000 views.
 - Partnered with Northern Highlands Regional High School boys' hockey team on an NHL-sponsored Winter Classic documentary.
- Edison TV / Edison Township, Edison, NJ
Video Producer

Developed public service video and photographic content for cable TV and social media platforms to inform, educate and create a sense of community for the 107,000+ Edison Township residents.

 - Worked with state and local government officials, including NJ Mayors and Governor Phil Murphy, to produce videos for events, speeches and public service announcements to engage NJ communities on key topics.
- **Music Video Producer** for singer/songwriter Jacob Tremont
 - Direct, write and produce music videos.
 - Increase media platform reach by more than 16,000 views.

McAfee, Plano, TX

May 2019 - August 2019

HR Video Production Intern

- Managed multiple video and photo shoots for senior-level executives and the development of animations, posters and other designs for internal and external uses.

PORTFOLIO, EQUIPMENT & SOFTWARE

<http://bencafaro.com>

<ul style="list-style-type: none">• Trained in multi camera operations<ul style="list-style-type: none">◦ PTZ cameras◦ Tricaster• Trained in live stream production• Experience with a broad range of video and photography cameras and audio recorders• Experienced studio and event videographer and photographer	<ul style="list-style-type: none">• Adobe Creative Suite• Final Cut Pro X• DaVinci Resolve• Bloomberg Connects• Hootsuite & Buffer• Microsoft Office• Cablecast Systems• Drupal & Wordpress• Matterport
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EDUCATION

Ithaca College
Bachelor of Science

August 2017 - May 2021

- **Major:** Cinema and Photography with Cinematography concentration
- **Minor:** Italian Studies

PERSONAL

Food Bank of Somerset County
Volunteer

January 2025 - Present

- Assist in picking up, sorting and stocking donations from local supermarkets/organizations.

Ithaca College Fencing Team
Club President

November 2017 - May 2021

- Successfully transitioned and grew Ithaca College's fencing club into a competitive team.
- Managed funds and practices, planned intercollegiate fencing tournaments, presented budget proposals to college faculty, and acted as head coach.