

# Ben Cafaro

<https://www.linkedin.com/in/bencafaro/>

(908) 442-9733

Somerville, NJ

bencafaro9@gmail.com

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Digital marketer with a record of successfully translating business strategy to increase digital engagement with internal and external target audiences. Strategic storyteller, articulate communicator and creative collaborator with a passion for bringing messaging to life.

- Social media strategy development, content calendar creator and channel management
- Manage paid digital advertising and analytics
- Live events and athletics coverage
- Project management (scheduling, shooting, editing content)
- Budget and content development
- Social media analytics and performance insights

## **PROFESSIONAL EXPERIENCE**

**Zimmerli Art Museum / Rutgers University**  
**New Brunswick, NJ**  
**Digital Media 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 monthly content calendars and digital media including videos, photos and graphics; and develop content and write copy.
- Inaugurate a TikTok account and introduce Instagram/Facebook Reels to reach new demographics.
  - Accrued more than 456,000 views across all short form video content since October 2023.
  - Accumulated more than 77,000 views on TikTok since its creation in October 2023; TikTok account reaches more than 5,100 unique viewers each month.
- Generate quarterly reports detailing results-driven metrics; significantly impact digital media traffic from year-end 2023 to year-end 2024.
  - Instagram - Increased reach by 421% and profile activity/visits by 232%.
  - Facebook - Increased reach by 372% and engagement by 303%.
  - Introduced posting to LinkedIn page and saw page views increase by 135% with a 13% engagement rate.
- 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.
- Project manager and developer for a museum guide on Bloomberg Connects, an application offering access to exhibitions, collections and renowned artists at more than 750 museums and cultural institutions worldwide.
- Project manager for the development of a Zimmerli micro-website for the world's largest collection of Soviet and Eurasian nonconformist art.

**Answer / Rutgers University**  
**Piscataway, NJ**  
**Digital Content Developer**

**December 2021 - June 2022**

- Successfully developed and implemented a social media and digital content creation plan.
  - 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 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 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**  
**HR Video Production Intern**

**May 2019 - August 2019**

- Managed multiple video 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"><li>• Trained in multi camera operations<ul style="list-style-type: none"><li>◦ PTZ cameras</li><li>◦ Tricaster</li></ul></li><li>• Trained in live stream production</li><li>• Experience with a broad range of video cameras and audio recorders</li></ul>	<ul style="list-style-type: none"><li>• Adobe Creative Suite</li><li>• Final Cut Pro X</li><li>• DaVinci Resolve</li><li>• Bloomberg Connects</li><li>• Hootsuite</li><li>• Microsoft Office</li><li>• Cablecast Systems</li><li>• Drupal &amp; Wordpress</li></ul>
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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.