

BENJAMIN HENSCHEL

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OBJECTIVE

To obtain a career at a company or organization that promotes a culture of passion, creativity and innovation.

EDUCATION

Clarkson University; Potsdam, NY - Class of 2012

- Innovation and Entrepreneurship Major

Study Abroad - Waterford Institute of Technology; Waterford, Ireland - Fall Semester 2010

LEADERSHIP EXPERIENCE

Intern, Greater Susquehanna Valley Chamber of Commerce; Shamokin Dam, PA - May - Aug 2011

- Researched membership expectations, website analytics and chamber performance
- Identified possible member benefit improvements
- Designed promotional material
- Developed and launched a social network for chamber members

CEO, Club Sandwich; Potsdam, NY - Oct 2008 - April 2009

- Elected as the CEO of a student run company that operated at Clarkson University
- Developed a business plan and pitched the idea to acquire \$1,700 in capital funding from venture capitalists
- Improved processes, product and customer experience by implementing a delivery service and a management refresh to increase operational performance
- Managed the VPs of: Finance, Marketing, Operations and Human Resources

Web Designer/Owner, Project Designs - 2006 - 2008

- Freelance web design business
- Created design concepts for web sites/web applications
- Coded HTML/CSS
- Managed client contracts and invoices. Clients included: Mojo Active, Draconis Software and Trey 4 PA
- See portfolio: <http://www.projectdesigns.org>

ADDITIONAL ACTIVITIES

Speaker

- Speaker at Clarkson's Humanities and Social Sciences Academic Conference
 - Presented my paper, *Decisions and Consequences: The Interconnection of Identity*

Photographer

- Photographer for the Clarkson's newspaper, *The Integrator*, that is read by 4,000 students, faculty and staff

Sigma Phi Epsilon Fraternity

- Brother & IFC Representative
 - Community Service
 - Helped run Clarkson community events

TECHNICAL SKILLS

- XHTML/CSS
- Microsoft Office
- CMS
- SAP
- Apple iWork
- UI/UX
- Adobe Fireworks
- Digital Photography
- Mac OS X