



# BENJAMIN ARNOLD

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## SHANGRI-LA HOTEL & RESORTS

### LIFESTYLE MARKETING & COMMUNICATIONS MANAGER | OCT 2016 - MAY 2019

Develop and maintain the brand positioning of Shangri-La the Fort and Kerry Sports as a premier lifestyle destination while preserving the quality and excellence expected from a Shangri-La brand. Provide art direction and creative guidelines. I manage the digital assets of the brand, including website updates/uploading of information on external sites, digital ads, SEO and retargeting efforts. I Oversee photo shoot and ad development for the brands. Create, plan, manage and execute strategies that drive business results and innovation while developing and maintaining the brand position of the company.

Develop collaborative partnerships with business partners and the media.

### COMMUNICATIONS EXECUTIVE | NOV 2015 - OCT 2016

Assisted the Director of Communications in answering media queries, developing and pitching stories, management of the website and social media assets and oversees photo shoots concerning Kerry Sports, the Hotel, and Residences. Provide art direction and creative guidelines for the hotel brand.

## SUMMIT MEDIA

### PUBLISHER | NOV 2013 - OCT 2015

Responsible for the brand management of the brands under Summit Media, namely Disney Publishing, K-Zone, Total Girl which involved business development, marketing, advertising, and events management among other responsibilities.

### SENIOR GRAPHIC DESIGNER | SEP 2012 - OCT 2013

Responsible for the Creative Solutions of Esquire, FHM, Top Gear and Entrepreneur Magazine which included art directing photo shoots, creating concepts, ideas, the look, feel and execution for advertising campaigns, advertorials, collaterals, and creative productions.

## GADGETS MAGAZINE

### SENIOR ART DIRECTOR & WRITER | FEB 2010 - MAY 2012

Responsible for the look, style and layout of the magazine as well as conceptualized and executed the photo shoots, themes and feel. I oversaw the print production of the magazine. Wrote articles about new technology, reviewed gadgets and music albums along with covering a variety of events. Handled a regular photography section known as "Snapshots."

## EDUCATION

### MFA VISUAL DEVELOPMENT | 2019 - PRESENT

Academy Of Art University, San Francisco, United States of America

### BA MARKETING & CORPORATE COMMUNICATIONS | 2005 - 2009

San Beda University, Manila, Philippines

## SKILLS & TOOLS

ADOBE PHOTOSHOP | ADOBE ILLUSTRATOR | ADOBE INDESIGN | PROCREATE  
GRAPHIC DESIGN | PHOTOGRAPHY | ILLUSTRATION | COPYWRITING  
ART DIRECTION | SOCIAL MEDIA MANAGEMENT