# Ben Witmer

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**Lebanon Valley College** *Digital Communications*  exp grad date '19

## Apex Advertising *Art Department*

Sep May 2018 - Present / Lancaster, Pa

- Contrust images for promotional sites using Photoshop and Illustrator
- Create promotional materials for Apex's personal brand
- Designed logos for local and national business
- Lead social media presence on Facebook, Instagram and LinkedIn.

## LVC Breen Center *Marketing and Social Media Lead*

Sep. 2017 - Present / Annville, Pa

- Create flyers for sponsored events and fairs on campus
- Make graphics and write posts for Facebook, Twitter, & Instagram
- Developed a comprehensive social media strategy and contest to encourage user interaction and enhance the centers traffic on and off campus.

## LVC Visioneers *President*

- Assemble groups to work on projects for the schools need and for personal experience
- Train groups on creation materials including 3D printers, laser engravers & Vive Headset
- Troubleshoot and maintain the Maker Lab's hardware and materials including inventory
- Handle club funding for projects and material requests

| UX | Visual | Software | Programming |
|---|---|---|---|
| Usability Testing | Sketching | Adobe Suite | HTML  JSON |
| Advance Metrics | Drawing | Autodesk Suite | CSS  SQL |
| Reporting | Illustration | Microsoft Suite | .NET  JSON |
| Wireframing | Corprate Branding | Morae Usability | Python  jQuery |
| Surveying | Graphic Design | Makerbot | Javascript  node.js |

| Video | Prototyping | Hardware | Courses |
|---|---|---|---|
| Video Editing | Cardboard Proof | Raspberry Pi | Adv Web & Usability |
| Cinematography | CNC Cutting | Arduino | 360° Video |
| Motion Graphics | Laser Engraving | Breadboard | Corporate Branding |
| Light Design | 3D printing | Wiring | Illustration |
| DSLR Settings | Adobe XD | Comp Design | Prototyping |