STEVEN BENTON

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Summary

A Creative Technologist and Interactive Developer with over a decade of experience bridging the digital and physical worlds. Specializes in taking complex projects from concept to execution, combining skills in programming (TouchDesigner, C++), physical computing, and design to create captivating interactive experiences. Proven ability to deliver innovative solutions for clients ranging from enterprise software to museum installations.

Skills

- **Creative Technology & Prototyping:** TouchDesigner, Physical Computing, Interactive Installations, Robotics (Arduino, ESP32, Servos, Steppers), Projection Mapping, Kinect, Leap Motion, GLSL

- **Software & Programming:** C++, JavaScript, jQuery, R, HTML, CSS, OSC, Git/GitHub

- **Design & Web:** Webflow, WordPress, Sitecore, Brand Identity, UI/UX, Vectorworks, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)

- **Marketing & Data:** Digital Marketing Strategy, SEO/SEM, Google Ads, Google Analytics, Data Visualization (ggplot2), Lead Generation

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Professional Experience

Rise Studios | Atlanta, GA
Digital Operations Manager | 2021 - Present

- Oversee the agency's entire digital ecosystem, including managing the Webflow website, Google Workspace, and all online technical infrastructure.

- Directly manage end-to-end Google Ads campaigns, from keyword research and strategy to execution and performance analysis, driving lead generation and maximizing ROI.

- Secured a high-value, recurring client contract worth **$10,000 per month** through a strategically executed Google Ads campaign.

tbd Design | Atlanta, GA
Founder & Creative Technologist | 2016 - Present

- Founded and managed a creative agency providing a full range of services including interactive development, web design, and digital marketing.

- Led the end-to-end creation of the "Reflections on Georgia Voting" interactive exhibit for the **Georgia State Capitol Museum**, from technical design in Vectorworks to programming in TouchDesigner and on-site installation.

- Acted as a technical consultant for creative agencies, providing expertise in interactive technology and prototyping.

LivePerson | Atlanta, GA
Solutions Architect | 2014 - 2016

- Engineered and deployed custom JavaScript extensions and integrations for the LivePerson conversational AI platform for enterprise clients including **American Express, The Home Depot, and AT&T**.

- Led technical discussions with client development teams to design and implement solutions, acting as a trusted technical advisor for Fortune 500 companies.

Aptitude Health (prIME Oncology) | Atlanta, GA
Interactive Producer | 2012 - 2014

- Spearheaded digital and interactive projects for top-tier pharmaceutical clients like Novartis, Roche, and Pfizer, managing web development (Sitecore, WordPress), video production, and live event support.

- Played a key role in delivering a virtual portfolio for the ASCO 2014 medical conference that directly contributed to **$1.6 million in revenue**.

- Initiated and developed a projection mapping installation using **TouchDesigner** for trade show booths, enhancing client presence and engagement.

Education

Clayton State University | Morrow, GA
Information Technology | Associate Degree