

Benjamin Libon

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EDUCATION

University of Georgia	Athens, GA
Ph.D., Mass Communication	2024- Current
GPA: 4.0/4.0	
University of Tennessee, Knoxville	Knoxville, TN
M.S., Communication and Information	2023
GPA: 4.0/4.0	
Thesis: <i>The impact of utilitarian product reviews on brand perception</i>	
Michigan State University	East Lansing, MI
B.S., Advertising Management	2020

FUNDING

Research Grant

<i>BEA (Broadcast Education Association)</i>	2025
- Awarded one of three annual research grants offered by the BEA for the following project: Libon, B., Cloudy, J (2025). Rage-Baiting videos and their effect on political polarization and extremism. - Amount Awarded: \$2,000	

RESEARCH

Conference Presentations

Libon, B. , Cloudy, J (2025). Rage-Baiting videos and their effect on political polarization and extremism.
Presentation accepted and to be given at the BEA's 2026 Convention.
Libon, B. , Haley, E., & Pittman, M (2024). The Impact of Utilitarian Product Reviews on Brand Perception
Presentation given at the 2025 AAA (American Academy of Advertising) Annual Conference in Pittsburgh, PA.

TEACHING EXPERIENCE

Teaching Assistant:

ADPR 3120 (Media Strategy and Activation)	2025
- Assisting with the functioning of class - Lead two class lectures independently	
ADPR 5140 (Advertising and Society)	2024
- Assisting with the functioning of class - Lead two class lectures independently	

Lectures & Presentations:

Brand Positioning: Real Cases and Personal Experiences

2025

- Guest lecture given to UGA ADPR 5710 (Advertising and Communication Management) students.
- Focused on the importance of Brand Positioning, contextualized through real cases of good & bad brand positioning, as well as sharing my personal experiences working in advertising and marketing.
- Material presented to 50 students, with 100% of students rated the overall session as either excellent or very good. 70% of students stating the presenter very effectively engaged with the audience.

Effective Marketing Strategies for Student Organizations

2021-2024

- Presenting on strategies student organizations can implement to better advertise themselves & how they can use marketing to operate more efficiently.
- Material presented to over 200 students with over 90% of students saying that the presentation was “highly beneficial”.

The Importance of being Proactive VS Reactive

2021-2024

- Presenting on how important being proactive is for fixing issues and creating a better working culture regardless of the environment.
- Material presented to over 250 students with over 95% of students saying that the presentation was “highly beneficial”.

Bystander Intervention Training

2023-2024

- Teach effective ways students can be active bystanders and apply concepts such as ACT (Acknowledge the situation, Consider your options, Take action).
- Material presented to over 7,000 students with over 85% of students saying that the presentation “taught them new information they could apply”.

WORK EXPERIENCE

Higher Education Experience:

University of Georgia

Athens, GA

Graduate Assistant, Grady College of Journalism & Mass Communication (8/2024 – Present)

- Actively working with Grady faculty as a research assistant on various research projects in areas such as Political Communication and Health Communication.
- Teaching and assisting with various courses (ADPR 5140 - Advertising and Society , ADPR 3120 - Media Strategy and Activation).

University Of Tennessee, Knoxville

Knoxville, TN

Coordinator, Office of Sorority & Fraternity Life

(6/2023 – 6/2024)

- Assisting in the provision of OSFL programs designed to strengthen members, leaders, advisors, and supporters in areas of leadership, prevention, health and safety, multicultural competency, and organizational responsibilities
- Supervising a graduate assistant, and assisting in recruitment, training, and support of student leaders and staff
- Serving as a resource for students, parents/families, faculty/staff, community and headquarters on issues related to sorority and fraternity life

Zeta Psi International Fraternity, Inc.

Remote

Recruitment & Growth Specialist

(6/2022 – 1/2023)

- Worked on the organization's growth by creating a standardized process for future groups
- Worked closely with students to support efficient operation and participation in their respective college community
- Was a point of contact for universities, alumni and students

Regional Education Consultant

(6/2021 – 6/2022)

- Assisted with the planning and execution of training conferences, leadership training institutes, conventions, and more
- Worked with 15 chapters in different universities to assist them in meeting their goals and follow the missions of the Educational Foundation and Fraternity

Michigan State University

East Lansing, MI

Junior Admission Counselor

(5/2017 – 9/2017)

- Worked with the admission staff on university promotion
- Assisted with content creation for social media (specifically for the @michiganstateu Instagram)
- Gave tours to potential students

Advertising/Marketing Experience:**University Of Tennessee, Knoxville**

Knoxville, TN

Graduate Assistant, Department of Marketing

(1/2023 – 6/2023)

- Created Google Analytics reports
- Assisted with the management of the university's digital platforms
- Assisted with website usability testing and quality assurance
- Monitored website accessibility compliance
- Created documentation and training materials (written and video)

Condor Dental CO SA

Vouvry, Switzerland/Remote

Marketing Coordinator

(3/2018 – 6/2021)

- In charge of all digital marketing
- Advertised the release of new products and special sales
- Advertised company and company booth at Dental Conferences

Edugion

Boston, MA/ Remote

Copywriter & Marketing Lead

(1/2021 – 6/2021)

- In charge of writing promotional material for the website, social media, and emails
- Created press kits, promotional videos, and more
- Conducted market research to find potential new clients

Other Work Experience:**21st Mortgage Corporation**

Knoxville, TN

Financial Counselor

(8/2020– 12/2020)

- Managed a portfolio of over 1,200 accounts and \$15 million dollars
- Helped Clients with any financial need on their account

Aramark

Chicago, IL

Intern

(5/2018– 8/2018)

- Part of the step up to leadership program
- Working immersively with every department of the company

Condor Dental CO SA

Vouvry, Switzerland/Remote
(9/2017– 3/2018)

International Client Relations Representative

- Found potential new clients and suppliers
- Promoted company internationally
- Interacted with current clients and suppliers

HONORS & AWARDS

Red Motley Service Award	2023
Michigan State University Interfraternity Council President	2018-2019
Michigan State Zeta Psi Chapter President	2017-2018

LEADERSHIP & OUTREACH

Facilitator and Presenter - <i>Zeta Psi Kirby Presidents Academy</i>	2022-Present
• Lead sessions on a variety of topics (leadership, organization, promotion, etc.) • Facilitate session for emerging student leaders	
Volunteer - <i>Campbell County Animal Shelter</i>	2020-2024
• Take pictures of adoptable animals and put them on social media & Petfinder • Work with potential adopters to get animals to their permanent homes	
Tutor for High-School & College students	
• Tutor Students from ages 11-22 in various subjects (French, CSE)	2014-2020

PROFESSIONAL AFFILIATIONS

American Academy of Advertising (AAA)	2022 - Present
Phi Kappa Phi Honor Society	2023 - Present
Association of Fraternity/Sorority Advisors (AFA)	2023 - Present

REFERENCES

Dr. Joshua Cloudy
University Of Georgia
Assistant Professor, Advertising
Graduate Assistant Supervisor
Journalism Building, Room 255
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Advisor, Thesis committee chair and previous instructor
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Dr. Matthew Pittman
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Thesis committee member and previous instructor
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