

Education

Master of Communication and Media
Rutgers University (New Brunswick, NJ)
2021-23

Bachelor of Arts in Psychology
Morehouse College (Atlanta, GA)
2008-12

Magna cum laude

Certification

Digital Marketing Certification
Music Ally (London, UK)
2025

Key Achievements

- Promote and assist in producing hip-hop artist Big Sean's [first headline concert](#) (Atlanta, GA)
- Interview and write [article](#) on fashion designer Dapper Dan (Time 100 Most Influential People of 2020)
- Secure performance/interview placement on NPR-member station WNYC's program "[All of It](#)" for new age funk drummer and singer Josh Stokes
- Produced, filmed, edited and conducted interviews in [mini-documentary](#) for music artist Tony Newbury at his first headline concert (at House of Independents in Asbury Park, New Jersey)
- Academic research publications in mass media, education and manuscripts in social work and music marketing

Skills

Campaign planning, Digital marketing, Event coordination, Media pitching, Media relations, Media strategy, Project management, Video production

Experience

Public Relations Intern, HGD Media Group, Anaheim, CA (2025-Present)

- Plan and execute public relations campaigns and provide media strategy for music artists, such as rock band The Reckless, while collaborating with music business and A&R development team

Publicist, Agent and Video Producer, Self-Employed (2025-Present)

- Secure performance and interview placement on America's most listened-to public radio station, NPR-member station WNYC, on "[All of It](#)" program for new age funk drummer and singer Josh Stokes
- Write media pitches, produce press kits and press releases and secure live performance bookings

Senior Project Coordinator, Rutgers University, New Brunswick, NJ (2023-25)

- Co-author research manuscript and produce and appear in table discussion video for Enhancing Victim Services Project, collaborating with University Communications video production crew, produce audio podcasts for School of Social Work News, pitch stories and coordinate and conduct interviews
- Manage \$2 million, multi-campus Victims of Crime Act grant, liaise partners and supervise research assistant

Founder, Writer & Video Journalist, [Rappurview.com](#) (2018-Present)

- Produce promotional videos for music artists, conduct, film and edit interviews and attend performances
- Write editorials and articles covering live music performances and music releases, album reviews and interviews and curate thematic music playlists

Technical Director/Camera Operator, New Psalmist Baptist Church, Baltimore, MD (2023-25)

- Produce virtual live stream and in-sanctuary video, operating video switcher and video cameras, at 7,000-member mega church with 45,000 YouTube subscribers

THOMAS BENJAMIN

Portfolio: [thomasebenjamin.com](#)
LinkedIn: [linkedin.com/in/tebenjamin](#)
Music blog: [rappurview.com](#)
thomas.benjamin4@gmail.com
New Brunswick, NJ

About

Video production specialist, music publicist and music marketing strategist who has secured media placements, produced digital campaigns and managed multimillion-dollar projects. Proven ability to elevate emerging and established artists through innovative story-telling, cross-platform promotions and strategic partnerships.

Band Associate, The National Academy of Television Arts & Sciences, NY Chapter (2022-24)

- Ensure timely rehearsal, performance set arrival and green room accommodations for NY Emmy Awards Gala act, Max Sangerman, and publicist Aaron Meier (DCK/O&M) and, with board member Jeffery Lesser, for NY Emmy Awards Gala act, The West Point Band, and escort award presenters to green room and backstage for prompt stage arrival

Transportation Captain/Assistant, New York Women in Film and Television, New York, NY (2024-25)

- Manage honoree arrivals and departures at 44th and 45th Annual New York Women in Film & Television Muse Awards for honorees like Pamela Anderson, Alex Borstein, Lisa Cortes and Marissa Bode

Research Project Assistant, Rutgers University, New Brunswick, NJ (2018-23)

- Host Rutgers School of Social Work "Toward a More Just Future" podcast and draft podcast scripts
- Serve as multi-campus liaison for \$2 million Victims of Crime Act grant and facilitate reporting compliance

Journalist Intern, The Borgen Project, Seattle, WA (remote) (2018-19)

- Write Associated Press style articles on global poverty alleviation efforts and awareness for Borgen Magazine and The Borgen Project Blog

Consumer Intelligence Analyst, BarkleyOKRP, Kansas City, MO (2017-18)

- At advertising agency, provide business strategy to Spirit Airlines, Planet Fitness, Big Brothers Big Sisters of America and Kansas City Mavericks with quantitative data analyses and data presentations on consumer insights and brand perceptions
- Perform secondary research on topics such as fitness memberships, Generation Z spending trends and perceptions of convenience store food offerings using databases from U.S. Census Bureau, U.S. Bureau of Labor Statistics, Mintel, and CubeYou

Institutional Analyst, Northwestern Health Sciences University, Bloomington, MN (2017)

- Create and submit enrollment/graduation reports and submit to U.S. Dept. of Education and perform data analysis for curriculum development, chiropractic board examination scores and academic programs reviews

Academic Associate, Kennesaw State University, Kennesaw, GA (2014-16)

- Individual academic support and retention services for undergraduate psychology department students
- Edit and critique American Psychological Association style writing and supervise three student assistants

Program Manager/Research Technician, Morehouse College, Atlanta, GA (2012-14)

- Write manuscript for academic research article published in International Journal for Science and Mathematics Education, develop instrument measuring scientific literacy and analyze and report survey data
- Manage and recruit undergraduate research assistants and reconciled \$60,000 in participation fees

Blogger, Gold Ice Circuitry Media, Atlanta, GA (2010-11)

- Promote and assist with hip-hop artist Big Sean's [first headline concert](#), featuring his "Finally Famous" mixtape series, and provide video content, covering live music performances for acts like Big Sean, Devin the Dude, Rapper Big Pooh and King Chip (fka Chip tha Ripper)

Research Publications

McMahon, S., Connor, R. A., **Benjamin, T.E.**, John, R.S., Alessi, E.J., Natarajan, A., & Vazquez, R. (2025).

Utilization of specialized campus-based services for interpersonal violence [Unpublished manuscript submitted for publication]. School of Social Work, Rutgers University-New Brunswick.

Kennis, A., & **Benjamin, T.E.** [Unpublished manuscript]. Untitled. In F. Zollman, & A. Kennis (Eds.), News media and war in the digital age: In the shadow of western military intervention. Routledge.

Benjamin, T.E., Marks, B.T., Demetrikopoulos, M. K., Rose, J., Pollard, E.C., Thomas, A., & Muldrow, L.L. (2015).

Development and validation of scientific literacy scale for college Success in STEM with freshmen from diverse institutions. *International Journal of Science and Mathematics Education*, 15. [10.1007/s10763-015-9710-x](https://doi.org/10.1007/s10763-015-9710-x)