

# Thomas E. Benjamin

Entertainment Publicist | Marketer | Video Production Specialist

Portfolio: [thomasebenjamin.com](http://thomasebenjamin.com) | LinkedIn: [linkedin.com/in/tebenjamin](https://www.linkedin.com/in/tebenjamin) | Music blog: [Rappurview.com](http://Rappurview.com)

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## EDUCATION

### **MASTER OF COMMUNICATION AND MEDIA**

Rutgers University / New Brunswick, NJ / Digital media concentration / 2021-23

### **BACHELOR OF ARTS IN PSYCHOLOGY**

Morehouse College / Atlanta, GA / Magna cum laude / 2008-12

### **CERTIFICATION IN DIGITAL MARKETING**

Music Ally / London, UK / Music marketing focus / 2025

## ABOUT

Marketer, publicist and video production specialist who has managed multimillion-dollar projects, secured earned media placements, contributed to public relations campaigns, and published scientific research. A proactive media strategist with a record of building long-term relationships and elevating emerging and established artists through innovative storytelling, cross-platform promotions, and partnerships.

## KEY ACHIEVEMENTS

- Promoted and assisted in producing hip-hop artist **Big Sean's** [first headline concert](#) (Atlanta, GA)
- Interviewed and wrote [article](#) on fashion designer **Dapper Dan (Time 100 Most Influential People)**
- Secured performance/interview placement on **NPR-member station WNYC's** "[All of It](#)"
- Produced, filmed, edited [mini-documentary](#) for music artist **Tony Newbury** at first headline concert
- Academic research publication in science education and manuscripts in mass media and social work

## SKILLS

Associated Press style writing, Campaign planning & execution, Client relations, Data analysis and reporting, Digital marketing, Earned media placement, Editorial content, Event and programming coordination, Media pitching, Media relations, Media strategy, Project management, Video editing, Video production

## EXPERIENCE

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

- Provide media and press run strategy for independent rock band **The Reckless** and HGD executive **Vanessa Torres**
- Collaborate with A&R and business teams to align press strategy with specific audiences

### **Publicist & Agent, Self-Employed (2025-Present)**

- Secure earned performance and interview placement on America's most listened-to public radio station, NPR-member station WNYC, on "[All of It](#)" program for musician **Josh Stokes**
- Write media pitches, produce press kits and secure bookings for musician Josh Stokes and comedian **Lauren LoGiudice**

### **Founder, Video Producer, Writer & On-Air Talent, [Rappurview.com](http://Rappurview.com) (2018-Present)**

- Produce promotional videos and conduct, film and edit on-camera interviews for music artists, attend performances and build relationships with music artists
- Write editorial packages that highlight live music performances, music releases, album reviews and interviews and curate thematic music playlists

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

- Oversee, produce, moderate, and secure \$10,000 to fund roundtable discussion video, co-author research manuscript, produce audio podcasts, pitch stories, and coordinate and conduct interviews
- Manage \$2 million, multi-campus Victims of Crime Act grant, consult principal investigator, liaise with project partners across four campuses and six independent offices, and supervise research assistant

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

- Produce live stream and in-sanctuary video for congregation with 45,000 YouTube subscribers

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

- Manage 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**

### **Band Associate, National Academy of Television Arts & Sciences, New York, NY (2022-24)**

- Ensure timely rehearsal and performance set arrival and green room accommodations for NY Emmy Awards Gala acts **Max Sangerman** (2023) and **The West Point Band** (2022) and award presenters

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

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

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

- Write articles on global poverty awareness for Borgen Magazine and The Borgen Project Blog

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

- At advertising agency, provide advertising strategy to and create pitch decks for **Spirit Airlines**, **Planet Fitness**, **Big Brothers Big Sisters of America**, and **Kansas City Mavericks** with quantitative data analyses (reporting consumer insights and brand perceptions)
- Perform secondary research on fitness memberships, Generation Z spending trends, and perceptions of convenience store offerings using U.S. Census Bureau, U.S. Bureau of Labor Statistics, Mintel, and CubeYou databases

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

- Create enrollment/graduation reports submitted 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)**

- Provide individual academic support for undergraduates (i.e., research methods and statistics and American Psychological Association style writing) and supervise three assistants

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

- Write manuscript for research article published in International Journal for Science and Mathematics Education, develop scientific literacy instrument, and analyze and report survey data
- Manage and recruit undergraduate research assistants and reconcile \$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** and film music acts like **Devin the Dude**, **Rapper Big Pooh**, and **King Chip** (formerly known as **Chip tha Ripper**)

## **ACADEMIC 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.** et al. (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