



Ben K Tyson

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Profile

Highly personable Community Relations Professional with over fifteen years of experience in customer service management. I am exceptional at developing common goal relationships with businesses, educational institutions, community and civic leaders. Talent for identifying customer needs and presenting appropriate company response and service offerings.

Accomplishments

- Unveiled new gift card program for Easton Town Center during holiday season that increased sales numbers by 30%, to approximately \$1,000,000
- Hosted Black Tie event for United Way Key Club, ten-year anniversary at Germain Cadillac Dealership expanded UWCO brand and fundraising efforts.
- Developed community wide Job Fair in partnership with Jewish Family Services at Easton Hilton and Marriott, over 1600 attendees. celebrated Fifteen years in 2018
- Created alliance with high school principals, spearheaded implementation of eighth scholarship awarded to new school partner, in addition to devising structure for Faculty & Student Grants.
- Recruited, trained and supervised Easton Ambassador Program
- Developed presentation material and presented Easton Marketing plan to various groups at Ohio's statewide Teacher Conference.
- Created Customer Services Manuel and structure for Guest Service department.
- Provided strategic research and development of media plan for Easton Town Center's in-house agency, Easton Creative, in doing so saved the company \$45,000
- Spearheaded National (REAP) Real Estate Associate Program in Columbus Market. Focus was to educate and place successful minority professionals in commercial real estate industry.
- Finished in the top sixth on ballot in 2015 for Columbus City School Board race as well as raised \$25,000 for media campaign.

○ Work Experience

Present

Steiner, Columbus Ohio

Director Community Affairs

- Responsible for seeking out and developing common goal relationships with business, community and civic leaders in the Columbus market, fosterd good corporate citizenship that is an essential part of Easton's foundation.
- Manage the ECF budget as well as log ongoing nonprofit support to include dollars, in-kind and associate volunteer time.
- Instituted and oversee the partnership with eight partnering High Schools, (Gahanna, Mifflin, Linden, Africentric, Ft Hayes and Northland) programs include annual Scholarship awards, perfect attendance program, youth council and leadership training sessions.
- Oversee the Easton Ambassador program that is our first contact group in dealing with young guest to overt potential problems at Easton.
- Create individual plan to meet long term and immediate goals for each CFC organization.
- Work with marketing team to execute finalized plan with Easton visitors by utilizing LCD screens, newsletter and other promotional material during two-month period.
- Worked with nonprofits organizations to host junior cornerstone events at various Easton venues that raises money outside of CFC program.
- Sponsored two youth leadership initiatives at the HS level and another that meets monthly in the Easton Community Room. Student participation includes urban, suburban and Charter Schools.

Media Planner/Buyer

- Provide strategic research and development of the media plan for Easton Town Center's in-house agency, Easton Creative. Responsible for negotiating, scheduling and buying appropriate print and sound media in several regional media markets

2002 -2005

Steiner, Columbus, Ohio

Guest Services Manager

- Supervised and directed all activities of Customer Service Representatives; assured work is being performed in accordance with the overall direction of the center.

- Summer of Fun Programs – hired and trained staff, managed Boat Pond, Fountain/Towel, and Pedicab Programs.
- Instructed and trained personnel in customer service practices and techniques.
- Made recommendations/amendments to customer service policies and procedures.
- Developed budgets and prepares special reports as required.
- Acts as a liaison with all tenants and customers relevant to customer services issues.
- Directed Gift Card program. Trained new tenants on acceptance procedures for Easton Gift Cards. Held annually training for tenants on processing gift cards.

2001-2002

Steiner, Columbus, Ohio

Facilities Coordinator

- Project Manager overseeing bidding process for construction projects from inception through completion.
 - Managed Engineering Department work order system.
 - Maintained Property Asset files and Tenants certificate of insurance for Director of Operations.
 - Performed administrative duties for the Engineering Department. Initiated purchase orders and payment of vendors and contractors, facilitate departmental meetings.
 - Liaison between management and tenants to ensure town center guidelines.
- Additional duties include serving as a liaison with our contract cleaning company. Meet with Manager on a weekly basis to insure the maintenance of our facilities is maintained to the highest standard.

○ **Boards**

- Salvation Army
- Jewish Family Services
- First Tee of Columbus
- United Way – Resource Development Committee
- City Year – 2009 2013
- Junior Achievement – 2007 - 2012

Education

- Mifflin High School – Columbus Ohio
- Ohio Dominican University - Business Administration

○ **References**

- Available upon request