

Benny Marienthal

New York City

(847) 682-8435

[linkedin.com/in/benjaminmarienthal](https://www.linkedin.com/in/benjaminmarienthal)

bmariantal2@gmail.com

PROFESSIONAL SUMMARY

Innovative **Senior Product, Marketing, and Merchandise professional** with significant experience in the music and entertainment industries. Expertise in creating authentic fan or customer engagement, brand partnerships, merchandise experiences, event production, leveraging e-commerce operations, and executing data-driven marketing strategies. Known for strong collaboration, data analysis, impeccable project management, interpersonal skills, and ability to authentically communicate with a wide variety of people. Passionate about creating innovative marketing campaigns that drive both revenue and impact.

CORE COMPETENCIES AND SKILLS

Brand Partnerships and Sponsorships • Merchandise Strategy • Project and Product Management • Event Production • Cross-Functional Leadership • Communication and Team Collaboration • E-Commerce and Digital Marketing • Data-Driven Decision Making • Relationship Building • Executional Excellence and Adaptability • Storytelling and Brand Narrative Development • Strategic Vision and Innovation • Community Engagement and Philanthropy

PROFESSIONAL EXPERIENCE

Benny Presents LLC – New York, NY

2025-Present

Founder- Contract / Freelance Work

Specializes in marketing campaigns that merge creativity, strategy, partnerships, and impact.

- Produced a 12-hour DJ marathon, with 12 DJs, and raised \$1.5K for LA Wildfire relief within less than 48 hours total.
- Led and operated a tasting booth for Diageo's top 8 special release whiskey's at The Winter Art Show Fundraiser, collecting an average of 100 consumer acquisitions per day.
- Achieved \$50,000+ through partnerships, sponsorships, experiential events, and artist showcases.
- Grew Spotify playlists to 10,000+ followers with targeted ads and converted into engaged community members on discord.

Warner Music Group – New York, NY

2018-Dec. 2024

Senior Product Manager, Merchandise (2023 – Dec. 2024)

Merchandise Manager, Merchandise (2021 – 2023)

Manager, E-Commerce Operations (2018 –2021)

Senior Product & Merchandise Manager

- Developed and executed merchandise strategies that enhanced fan engagement and generated \$7 million in revenue.
- Collaborate cross-functionally with artists, management, marketing, and production teams to create unique merchandise experiences for a roster of over 20 artists at any given time, including, but not limited to, Jack Harlow, Burna Boy, Roddy Ricch, Logic, The Marias..
- Expanded merchandise sales with strategic partnerships across channels including tour, D2C, licensing, and retail.
- Integrated emerging technologies (RFID chips, blockchain, Web 3.0) into marketing campaigns to bridge digital and physical fan experiences.

Manager, E-Commerce Operations

- Managed the production and launch of 4,000+ merchandise units weekly in coordination with developers and project teams.
- Led e-commerce operations using platforms including Magento, Printful, Merchbar, Spotify integration, and social commerce.
- Served as the liaison between label teams, central services, product managers, engineers, and warehouses.

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Hand in Hand (Warner Music Group Community ERG) – New York, NY

2020 – 2023

Chairperson

- Managed 8 leadership team members, across finance, communications, memberships, and community.
- Founded and led Warner Music Group's first-ever Day of Service, mobilizing 300+ employees for volunteer efforts focused on homelessness and hunger.
- Raised \$3,000 through "Thoughtful Thrift," an influencer-driven resale initiative benefiting charity.
- Conducted an audit of excess merch and developed an approved donation plan to find a home for thousands of units.

Good Looks Collective – New York, NY

May. 2018 – Dec. 2018

Marketing Director & Event Production

- Led digital marketing initiatives to drive engagement, ticket sales, and brand awareness.
- Managed a 250+ member street team, onboarding and educating new recruits.
- Hired content creators to capture live show energy and build online momentum.
- Worked closely with artists and their teams to design strategic marketing campaigns.

Big Management – New York, NY

May. 2018 – Dec. 2018

Social Media & Analytics Manager

- Managed social media growth and analytics for 19 developing artists, increasing engagement and followers.
- Executed digital campaigns to promote new music releases and live performances.
- Leveraged brand partnerships and targeted ads to boost audience reach.

HuskyTHON Miracle Network Dance Marathon – Storrs, CT

2017 – April. 2018

Director of Entertainment

- Inspired over 4,000 college students to participate in an 18-hour dance marathon with yearlong development.
- Contributed to a 28-person management team across fundraising, marketing, communications, and sponsorship.
- Negotiated with local business, corporations, and talent to raise \$1,021,485.37.

EDUCATION

Bachelor of Science in Business

University of Connecticut – Storrs, CT

Education Abroad Program

University of New South Wales – NSW, Australia

TECHNICAL SKILLS

- **E-Commerce Platforms:** Magento, Shopify, Salesforce, Printful, Merchbar
- **Project Management:** Google Suite, Asana, Jira, Basecamp, Slack
- **Social Media & Analytics:** Facebook Ads, Google Analytics, Spotify for Artists, Adobe Analytics
- **Marketing Automation & Design:** Canva, Mailchimp, HubSpot, Cap Cut, Adobe Premiere

Volunteering

New York Cares

Certified Team Leader- Over 200 Hours Served