

BEN DUFFEY

SENIOR MARKETING & STRATEGY EXECUTIVE
ECOSYSTEM, DEVELOPER | MARKETING & ANALYTICS

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PROFESSIONAL SUMMARY

Results-driven marketing executive with 15+ years of experience leading integrated marketing, digital transformation, and marketing analytics for complex brand ecosystems. Proven success building and managing high-performing teams (10+ years people management) and serving as a strategic partner to senior executives. Adept at managing large-scale budgets, shaping platform narratives, and using data-informed strategies to drive revenue and deepen engagement. Deep experience in technology and entertainment, including co-founding a VR gaming/tech company, with a passion for developer and creator-facing marketing.

CORE SKILLS & EXPERTISE

STRATEGY & LEADERSHIP

Integrated Marketing Strategy
Executive Partnership & Support
Budget, P&L, & Resource Management
Cross-Functional Collaboration (Product, Eng, Biz)
Go-to-Market Strategy
Corporate Strategy & Long-Range Planning

DATA & ANALYTICS

Marketing Strategy & Analytics
AI-Driven Performance Marketing
Data-Informed Strategy & ROI
A/B Testing & Funnel Optimization
Analytics & Visualization Tools (GA4, etc.)
Marketing Measurement & Attribution

DEVELOPER & CONTENT MARKETING

Developer Marketing & Relations
Creator & Influencer Programs
Content Pipeline Development
Platform Narrative Development
Creative Direction & Storytelling
Community & UGC Engagement

PROFESSIONAL EXPERIENCE

Director of Marketing and Information Technology | Jogan Inc. | Las Vegas, NV | Sep 2024 – Present

- Lead integrated marketing strategy, budget allocation, and creative coordination for a complex portfolio of 30+ businesses in entertainment, hospitality, and retail, analogous to a multi-product ecosystem.
- Architect the full-stack brand narrative and content strategy; built and manage multi-channel content pipelines (TikTok, YouTube Shorts, Instagram) from the ground up.
- Implement AI-driven performance marketing and advanced analytics dashboards to track KPIs, guide investment decisions, and maximize ROI across the portfolio.
- Lead, mentor, and manage a high-performing cross-functional team of marketers and creatives, ensuring alignment with high-level business objectives.
- Launched and scaled creator/influencer programs to drive authentic community engagement.

COO / Information Technology Director / Co-founder | SAUCED, LLC | Las Vegas, NV | May 2019 – Feb 2024

- Served as COO, leading all operations, P&L, and fiscal year budget management; scaled the company from a single location to a multi-state operation.
- Developed and executed the complete go-to-market strategy for all new brand and restaurant launches, overseeing all creative, marketing, and operational rollouts.
- Directed all cross-functional teams, optimizing resource allocation, and maximizing efficiency.

Founder / Creative Director | Nice Spaceship | Las Vegas, NV | May 2017 – Present

- Founded and lead a full-service creative studio, directing video production and brand storytelling for clients, including in the technology and entertainment sectors.
- Manage all creative strategy, production budgets, and client relationships.

CEO and Co-founder | Greenfish Labs | Lancaster, PA | Nov 2014 – May 2017

- Pioneered one of the first commercial VR/AR production companies, shaping the company's mission to drive adoption of emerging entertainment technology.
- Led developer-facing initiatives and forged key strategic partnerships to build a B2B and B2C client base.
- Successfully secured venture capital and grant funding by translating complex technical capabilities into clear business value propositions for investors and partners.

Course Developer / Instructional Designer | Laureate Education | Baltimore, MD | Mar 2012 – Nov 2014

- Collaborated with subject matter experts (SMEs) to translate complex, technical concepts into engaging educational content for a global, online-first audience.

EDUCATION

Master of Liberal Arts, Communications | University of Pennsylvania | Philadelphia, PA
Global Information Literacy Concentration

Bachelor of Arts, English | Pennsylvania State University | University Park, PA
Emphasis: Rhetorical Strategies and Technical Writing; Minor: Communications

