

Ben Kimmel

Strategic Communications & Digital Marketing Leader

Durham, North Carolina | 919-475-9997 | ben.kimmel@gmail.com

[linkedin.com/in/benjaminkimmel](https://www.linkedin.com/in/benjaminkimmel) | ben-kimmel.com

SUMMARY

Strategic communications and digital marketing leader with a proven ability to unify brand narrative, digital engagement, and cross-functional collaboration across complex organizations. Expert in audience segmentation, multi-channel strategy, and data-informed content development. Adept at crafting compelling messaging rooted in UX principles, user research, and inclusive design. Known for aligning stakeholder priorities with strategic storytelling to drive engagement and advance institutional missions.

PROFESSIONAL EXPERIENCE

Assistant Director, Digital Communications

Duke University Communications & Marketing | Nov 2021 – July 2025 | Durham, NC

Led strategic communications and digital marketing for a premier research institution, partnering directly with senior leadership, Community Affairs, Alumni Engagement and cross-functional teams to elevate visibility and engagement. Oversaw university-wide digital strategy, including the Duke.edu redesign, and aligned messaging across institutional initiatives.

- Directed the digital experience for the 18-month Duke Centennial campaign, aligning legacy storytelling with future vision and supporting the capital campaign launch.
- Played a key role in the development of the Duke Climate Commitment campaign, recipient of Duke's highest staff and faculty honor, the Presidential Award.
- Strengthened the Duke Research Saves Lives initiative through data-informed content strategy and audience-centered storytelling.

Vice President & Senior UX Designer

Truist Bank (formerly BB&T and SunTrust) | Feb 2020 – Nov 2021 | Raleigh, NC

Led experience design strategy focused on corporate client retention and commercial product development during a complex bank merger.

UX Design Lead & Senior Information Architect

Fidelity Investments | Jan 2013 – Dec 2019 | Research Triangle Park, NC

Led experience design for complex financial interactions to improve accessibility and participant engagement across diverse populations. Facilitated alignment between marketing, UX, compliance, and tech teams to ensure cohesive brand communication.

Delivered Design Thinking workshops and mentored junior designers; supported community financial literacy efforts.

Information Architect & UX Designer

Duke University / Duke Web Services | Sep 2009 – Dec 2012 | Durham, NC

Structured content for university and health system websites through discovery, taxonomy development, and usability research. Represented Duke as a public speaker and advocate for digital communication best practices.

LEADERSHIP & BOARD EXPERIENCE

Board Member & President, North Carolina Songwriter's Co-op | 2016 – 2024

Directed strategic communications and member engagement for the state's largest nonprofit songwriter group. Maintained digital programming during COVID-19 to sustain community involvement.

Venue Manager, Full Frame Documentary Film Festival | 2004 – 2018

Managed key venue operations and volunteer teams for internationally recognized documentary event.

SKILLS AND TOOLS

Strategic Messaging, Brand Storytelling, UX & Content Strategy, Multi-Channel Marketing, Internal Communications, Stakeholder Alignment, Analytics & SEO, Marketing Technology, Ethical AI Integration, Audience Segmentation, Cross-Functional Collaboration, Project Management

Recent, selected tools from an extensive toolkit developed over a diverse career: Figma, WordPress, Hotjar, GA4, Muck Rack, and representative AI and project management platforms.

EDUCATION

Bachelor of Arts, Fine Arts/Theater Studies

Warren Wilson College

Professional Development & Conferences: IA Conference (Program Curator, 2019), EdUi Presenter & Committee (2009–2012), HighEdWeb (2009), IA Summit (2008)

ADDITIONAL INFORMATION

Creative Work: Singer-Songwriter & Producer – *Tiny House (band)* | 2000 – Present

Community Engagement: Longtime volunteer with Book Harvest, American Red Cross, and multiple nonprofit communications initiatives