BEN ARDEN

BEN ARDEN LLC
Tel (347) 273 6057
barinze@benarden.com

Capabilities Statement.

TAX ID	UNIQUE ENTITY ID	CAGE CODE	STATUS
20 8930305	LXU6B5TR1RC3	5RB24	Veteran owned

ABOUT 01

Graphic design, creative direction and business development for small and medium businesses and federal, state and local agencies.

Ben Arden is a veteran owned firm with 10+ years of experience in full scale graphic design, creative direction, brand development, social media, marketing management, content generation and apparel design.

By pairing that experience with a clear understanding of business goals and consumer trends, Ben Arden delivers design and marketing solutions that communicate business values, increase revenue and build brand recognition.

PAST SUCCESS 02

Vegan Wangs Brand Director · 2023 to present
Built the brand from concept to launch and drove $1M+ in sales within 2.5 years. Grew monthly revenue and the customer base by 50% each.

Rap Genie Brand Director & Product Lead · 2025
Led brand, product positioning and growth for an AI music platform that writes and performs original songs in the user's own voice.

Zenzele Creative Director · 2010 to 2016
Rebrand drove a 500% increase in site traffic and a 40% sales lift, with packaging that drew Target, Walgreens and Duane Reade. Featured in Allure.

Cox Communications Lead Graphic Designer · 2010 to 2011
Led the Winter 2010 holiday print and video campaign for Cox Communications and its subsidiaries.

KEY NAICS CODES 03

315990	Apparel Accessories and Other Apparel Manufacturing
323111	Commercial Printing
323113	Commercial Screen Printing
541430	Graphic Design Services
541511	Web
541613	Marketing Consulting Services
541810	Advertising Campaigns
541850	Outdoor Advertising
541860	Direct Mail Advertising
541870	Advertising Distribution
541890	Advertising Services
561439	Business Services

CORE COMPETENCIES 04

Graphic Design

- Identity Design
- Web Design & Management
- Social Media Management
- Press Release Services
- Collateral Design & Printing
- Ad Design
- Publication Layout
- Poster Design & Printing
- Package Design & Production
- Video Editing
- Illustration & Animation

Marketing Services

- Marketing Management
- Advertising
- Term Goals Development
- Media Buying

CLIENTS 05

For Profit

- CP Plasma Center
- Kid Care Pediatrics
- BOWSS Software Development
- Strategic Security
- Cox Media
- Paternity Solutions

Non Profit

- Ad Council
- American Legacy
- National Institute of Deafness
- National Association of Independent Teachers

POINT OF CONTACT
Benard Arinze, Manager
barinze@benarden.com · Tel (347) 273 6057

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