

BENJAMIN HUBBLE, MBA

Leadership. Marketing. Operations. Technology.

BenHubble.com ■ www.linkedin.com/in/benjamin-hubble

BenHubble@gmail.com ■ 725.287.9114 ■ Las Vegas, NV

Digital marketing and technology executive with 19+ years of leadership experience at MGM Resorts International, including 12 years in senior leadership roles. Known for aligning teams, technology, and business goals to drive enterprise transformation across web, content, design, MarTech, and AI-enabled operations for a portfolio of 20+ brands generating more than \$1B in annual ecommerce revenue.

For additional information, please visit BenHubble.com.

EXPERIENCE

MGM Resorts International

Executive Director of Marketing Technology Development, 2014-2026

Served as the strategic bridge between technology and marketing, partnering with senior leadership to align our tech stack and marketing content with real-world business needs. By leading digital transformation, established streamlined, automated workflows that supported our marketing goals.

- **Enterprise Content Operations:** Owned enterprise content operational standards and governance for digital entities representing \$31B in company assets across 20+ resorts, ensuring content accuracy, platform effectiveness, and brand consistency across digital consumer experiences.
- **Cross-Functional Leadership:** Led multidisciplinary teams of 7–25 employees and contractors across digital marketing, content operations, design, MarTech, and SEO/AEO. Worked closely with engineering teams and technology stakeholders on platforms, integrations, APIs, and AI automation initiatives, ensuring solutions met both business and technical objectives.
- **Operational Leadership & Transitions:** Selected by senior leadership to provide interim VP-level oversight for the Design (2025) and MarTech (2022) divisions. Focused on maintaining organizational momentum and team alignment during transitions, optimizing each team to save over \$1M in headcount.
- **Enterprise CMS Transformation:** Directed two foundational content shifts: migrating 15+ sites from custom-coded architecture to Adobe Experience Manager (AEM), then transitioning to Contentstack to enable headless, future-ready delivery. Both projects were completed ahead of schedule.
- **Operational & Fiscal Leadership:** Accountable for multi-million dollar departmental budgets and vendor relationships. Focused on maximizing organizational output by replacing manual bottlenecks with automated, scalable systems for marketing technology stacks including AEM, Contentstack, and Adobe Campaign.
- **People-First Culture:** Cultivated a high-trust working culture, consistently achieving employee engagement and leadership review scores 20% above company benchmarks and maintaining an average staff tenure of nine years.

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Director of Electronic Design, 2008-2014

Manager of Electronic Design, 2006-2008

Executed on enterprise projects to operationalize and standardize all resort websites and emails, acting as the bridge between creative design and technical execution.

- **High-Volume Email Optimization:** Managed the design and deployment of 30M+ dynamic, personalized emails monthly, balancing complex data-variable requirements with creative brand standards.
- **Operational Efficiency:** Re-engineered production workflows by implementing a rigorous mobile-first design framework and technical training programs, significantly increasing throughput without expanding headcount.
- **Data-Driven Performance:** Orchestrated the end-to-end optimization of email campaign performance, consistently exceeding annual KPIs for open, click-through, and conversion rates.
- **Strategic Integration:** Pioneered the integration of emerging social media concepts into traditional email marketing, establishing the internal frameworks for cross-platform content repurposing.

CORE COMPETENCIES

- AI & Automation Strategy
- Digital Transformation
- Marketing Technology (MarTech) Support
- Enterprise Web Strategy
- Customer Experience
- Content Operations
- Marketing Operations
- SEO and AEO/GEO
- Content Creation
- Digital Governance
- Cross-Functional Leadership
- Change Management

EDUCATION

- Master of Business Administration, Capella University, Full Scholarship Award
- Bachelor of Arts in English, Whittier College, Academic Distinction in the Major
- Certificate Degree in Web Technology Essentials, University of Washington
- Certifications: Google AI; IBM's GenAI for Executives & Business Leaders: An Introduction