



Ben Sabic

Chartered Marketer · Melbourne, Victoria, Australia · bensabic.ca

ABOUT

Passionate, entrepreneurial leader with experience in sport administration, multidisciplinary marketing, and event production. Born and raised in Winnipeg, Canada, now based in Melbourne, Australia.

Chartered Marketer - CM

Certified Practising Marketer - CPM

Professional Leader of Volunteers - PLV

SPEAKING

- | | |
|------|---|
| 2018 | Crisis on Campus: Youth Advocates Filling Institutional Gaps at National Campus Mental Health Conference
Toronto, Canada |
| 2017 | Celebrating Youth Taking Action on Local and Global Social Issues at WE Day Manitoba
Winnipeg, Canada |

WRITING

- [A startup branding strategy that actually works on 224 Industries blog \(2025\)](#)

AWARDS

- **Michael "Pinball" Clemons Foundation - Sport and Event Marketing Award from Goerge Brown College (2022)**
- **Student Association Community Engagement Award from Goerge Brown College (2022)**
- [Future Leader \(Age 20-25 Category\) from Future Leaders of Manitoba \(2018\)](#)
- **Regional Volunteer of the Year from Kids Help Phone (2017)**

AFFILIATIONS

- [Certified Practising Marketer, Australian Marketing Institute \(2025 - Now\)](#)
- [Chartered Marketer, Canadian Marketing Association \(2025 - Now\)](#)
- [Professional Leader of Volunteers, Volunteering Victoria \(2025 - Now\)](#)
- [Recreational Running Coach, Australian Athletics \(2023 - Now\)](#)
- [Affiliated Member, Governance Institute of Australia \(2024 - 2025\)](#)

FEATURES

- [Virtual Assignment Helps Students Gain Critical Skills on Humber College - Longo Faculty of Business \(2021\)](#)

- [Manitoba's future leaders on Winnipeg Free Press \(2018\)](#)
- [A new era in support for young people on Working Together Magazine by The Winnipeg Foundation \(2018\)](#)
- [Help available for Canadians still struggling with Humboldt Broncos tragedy on Global News \(2018\)](#)
- [Costly compassion on Winnipeg Free Press \(2017\)](#)

WORK EXPERIENCE

- 2013 - Now **Creative Director at Crafted by Benny**
Canada and Australia
- 2020 - Now **Founder and Chairperson at Ben Sabic Foundation**
Winnipeg, Canada
- 2023 - 2024 **Store Business Lead at lululemon**
Melbourne, Australia
- 2021 - 2023 **Special Advisor, Executive Team at Play On! Canada**
Toronto, Canada

VOLUNTEERING

- 2024 - Now **Various Roles at parkrun Australia**
Melbourne, Australia
- 2024 **Area Leader (Course Crew) at Stadium Stomp**
Melbourne, Australia
- 2022 - 2022 **Team Attaché, GLOBL JAM at Canada Basketball**
Toronto, Canada
- 2017 - 2018 **Chairperson, National Youth Council at Kids Help Phone**
Toronto, Canada

EDUCATION

- 2025 - Now **Master of Communication at Deakin University**
Melbourne, Australia
- 2024 - 2025 **Certificate IV and Diploma, Marketing and Communication at Melbourne Polytechnic**
Melbourne, Australia
- 2021 - 2022 **Graduate Certificate, Sport and Event Marketing at George Brown College**
Toronto, Canada

CERTIFICATIONS

- [Professional Certificate, Digital Marketing and E-Commerce from Google Career Certificates \(2024\)](#)

- **Certified Digital Marketing Associate from Digital Marketing Institute (2023)**

CONTACT

- **Dev Portfolio:** bensabic.dev
- **LinkedIn:** [bensabic](#)
- **GitHub:** [bensabic](#)
- **Pinterest:** [bensabic](#)
- **X (Twitter):** [bensabic](#)
- **Instagram:** [bensabic](#)