

Looking for Board Roles? - Advisory Boards are Seeking CEOs Right Now - Search 42 Currently Open. Ad ...

purple

45,580,305

chatbooks

77,053,032

Orbit

26,751

zen

276,114,615

click funnels

15,492,202

Lume


53,315,643

FiberFix

34,583,991

CAMP

12,310,805



**Benton Crane** · 1st

Harmon Brothers

Brigham Young University

Get a crap-ton of eyeballs with ads that brand and sell

Message me for an application

Message

More...

**Benton Crane** · 1st

CEO at Harmon Brothers, creators of the internet's best ads such as Squatty Potty, Purple, Chatbooks, and more.


Provo, Utah · 500+ connections · [Contact info](#)

Providing services


Content Strategy, Brand Marketing, Advertising, Social Media Marketing, Digital Marketing, Marketing Consulting, and Lead Generation

[See all details](#)

Highlights

 56 mutual connections

You and Benton both know Phil Alves, Joseph Wecker, and 54 others

 Benton is celebrating 7 years at Harmon Brothers

Say congrats

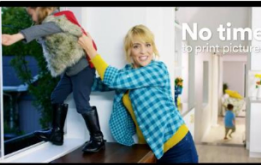
Show more

About

We use storytelling, humor, and other key ingredients to create social videos that sell products. As CEO of Harmon Brothers, the Provo, Utah-based ad agency behind the most viral ads in internet history, I've had the opportunity to manage the incredible team behind ads that have collectively driven more than 1 billion views, over \$300 mil ... see more

Featured


See all



Stop Wasting Hours Making Photo Books. This One Takes 1 Minute. #Chatbooks

YouTube


Harmon Brothers created an iconic character and family situation that resonated with...



This Unicorn Changed the Way I Poop - #SquattyPotty

YouTube

"The Greatest Viral Ad in Internet History" - BoiBoing...




How to Use a Ray Mattress is Awful

YouTube

Harmon Brothers and launched the

Ad

Get the latest jobs and industry news




Fred, explore relevant opportunities with Steel Rives LLP

Follow


LEARNING

Add new skills with these courses




SEO Foundations

157,930 viewers



Google Ads (AdWords) Essential Training

58,071 viewers




Marketing Programs that Power Customer Acquisition

2,483 viewers

See more courses


Promoted

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Entrepreneurship Online

Become Successful In Venture Creation by Learning Skills and Techniques.

Experience

 **Harmon Brothers**  
7 yrs 1 mo

CEO




Sep 2017 – Present · 3 yrs 1 mo  
Provo, Utah Area


Managing Director

Sep 2013 – Sep 2017 · 4 yrs 1 mo  
Provo, Utah Area

I wear many hats, but all my roles share the goal of taking care of our clients. We have some amazing clients who have given us the green light to make some of the most successful YouTube ad campaigns of all time (see harmonbrothers.com).


...see more



 **Owner**

Provo CrossFit  
Jan 2014 – Apr 2016 · 2 yrs 4 mos  
148 N. Draper Lane Provo UT

Provo CrossFit is a family-oriented gym that my wife and I grew to over 100 members then sold.

 **Co Founder**

VidAngel  
Jan 2014 – Mar 2015 · 1 yr

2010-2012  
Provo, Utah Area

I co founded VidAngel with the Harmon Brothers. VidAngel allows you to watch streaming movies however the "BLEEP" you want. You can filter out objectionable content, or you can leave it in. It's up to YOU.

[...see more](#)



**This Poor Family Gets Shot with 3,192...**



#### Consultant

Deloitte  
Jul 2011 – Sep 2013 · 2 yrs 3 mos  
Rosslyn, VA

Survey Research and Workforce Analytics



#### Statistician

US Census Bureau  
Jun 2008 – Jul 2011 · 3 yrs 2 mos  
Survey Research and Data Analysis

[Show 3 more experiences](#)

Survey Research and Data Analysis

[Show 3 more experiences](#)

## Education



#### Brigham Young University

BA, Economics  
2004 – 2008



#### Utah Valley University

Associates, Automotive Technology  
2001 – 2003  
Activities and Societies: Competed in VICA Skills Competition (automotive repair): 1st place Utah Valley region 1st place Utah State 2nd place Nationally



#### Provo Labs Internet Academy

Internet Marketing

Studied Internet marketing (principally SEO and PPC).



## Accomplishments

1

#### Language

Portuguese



1

#### Patent

Curating Filters for Audiovisual Content



1

#### Project

This Unicorn Changed the Way I Poop - #SquattyPotty

