

CAMERON BARTLETT

cambartlett.com • 774-766-2946 • rcameronbartlett@gmail.com

Summary

Led viral digital campaigns on award-winning projects, worked with Grammy-winning musicians, thought leaders, tech startups, innovative businesses and with some of the world's most influential nonprofits.

Skills & Abilities

- **Expert:** Digital marketing, social media, branding, Facebook ads, blogging, copywriting, leadership, marketing strategy, data & analytics, social listening (Sprout Social, Engagor and Mention), inbound marketing, ecommerce, SAAS, B2B, B2C, recruiting and content strategy (Buffer, Meet Edgar and Hootsuite)
- **Proficient:** International markets, email marketing, CRMs (Hubspot, Salesforce and Infusionsoft), Google analytics, SEO, SEM, public relations, marketing funnels & automation, Photoshop and Final Cut Pro
- **Familiar:** Data visualization (Tableau and Domo) and Google Adwords

Experience

Marketing, Branding and Fundraising for Businesses and Nonprofits in Nashville, TN **Aug 2017 - Present**

- Generated 8X ROI on full digital marketing and mass fundraising campaigns for [DeliverFund](#)
- Crafted and designed SEO, web and social media optimized content for [Compassion International](#)
- Architecting digital marketing funnels, rebranding and doubling sales growth for [Seedbed](#)

Social Media Marketing Manager at [International Justice Mission](#) in Washington D.C. **Mar 2016 - Sept 2017**

- Generated over \$4.8M in donations through social media campaigns.
- Doubled growth and quintupled online engagement of brand in the first year
- Developed strategy for Webby-Award-winning film, IJM's highest-grossing social campaign
 - Garnered over 1M views, 10M impressions and raised several million dollars
- Headed global social media crisis comms for IJM tragedy featured on CNN, BBC and New York Times
 - Trended internationally, with 110K engagements and reach of 7M people

Social Media Manager at [Inbound Marketing Agents](#) in Nashville, TN **June 2015 - Mar 2016**

- Growth-hacked organic weekly social reach of national tv network BlueHighways TV by 10K%+ in 6 months
- Doubled year-over-year revenue for local computer company Nashville Computer Pros in one weekend

Owner at [Facedown Viral Marketing](#) in Franklin, TN **May 2012 - June 2015**

- Led crowdfunding campaign which raised \$20K for Grammy-winner Paul Colman in just 8 days
- Created marketing, content and recruitment strategies for healthcare, tech and entertainment clients

Growth Hacker at [AltRockLive](#) in Boston, MA **Dec 2010 - May 2015**

- Established initial online community of 50K users for international music publication
- Recruited and managed international team of more than a dozen writers, designers and photographers

Strategic Marketing Intern at [Sony Music Entertainment](#) in Franklin, TN **May - Aug 2011**

- Developed marketing presentations and vital databases for Sony's industry partners

Education

Sterling College: *Bachelor's in Theology and Ministry*

2012