

Cameron J Glass

Brand Strategist

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EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA

Bachelor of Science

August 2021

- Major in Marketing; Concentration in Product and Brand Management
- Relevant Coursework: Strategic Management, Product Development and Management; Financial Management; Integrated Marketing Communications; Buyer Behavior

WORK EXPERIENCE

RECREATION DESTINATION (BECCA GROUP LLC)

Mechanicsville, VA

Marketing & Business Development Coordinator

August 2023 - Present

- Enhanced brand visibility by orchestrating development of [company website](#), [social media presence](#), and all advertising campaigns; achieved a monthly reach of 39k+ impressions, 200+ interactions in first month of operation
- Directed and integrated creative marketing campaigns and sales strategies, increasing brand awareness and gross store sales exceeding \$90,000; constructed detailed competitor price analysis and strategic marketing plan to propel future revenue
- Drove company participation in industry events, expanding customer base by 300+ and forging strategic business alliances
- Managed all facets of small business operations, overseeing staff, financial planning, and business growth initiatives, which yielded a 15% growth in customer base in first two quarters

APARTMENTS.COM

Richmond, VA

Marketing Representative

July 2022 - May 2023

- Led client partnerships to devise and execute strategic marketing initiatives, utilizing trend analysis and competitive benchmarking; delivered averages of 25% increase in lead generation and over 40% enhancement in exposure metrics
- Orchestrated the development and execution of quarterly marketing strategies for portfolio accounts, boosting sales performance by minimum of 20% while aligning with market trends and business objectives
- Managed a diverse client portfolio comprising 200+ properties, driving monthly sales revenue of over \$100K
- Delivered strategic presentations to potential clients, improving own client acquisition rate by 15% on a monthly basis

KEY SKILLS

MARKETING

- **Disciplines:** Brand Strategy, Content Creation, Copywriting, Social Media Marketing, Advertising, Marketing Strategy, Graphic Design, Campaign Tracking, Email Marketing, Market Research, Digital Marketing, Search Engine Optimization
- **Marketing Tools (Proficient):** Meta Business Suite, Google Ads, Google Merchant Center, Google Analytics, Artificial Intelligence, Google Search Console, Canva, Integreatly, Weebly (Squareup), Ebay Seller Center, Yelp Ads, Wix
- **Marketing Tools (Working):** Adobe Illustrator/Photoshop, Shopify, Mailchimp, SEMRush, HTML/CSS, Wordpress
- **Certifications & Training:** Google Analytics GA4, SEMRUSH Search Engine Optimization Toolkit Course, Hubspot Content Marketing, Hubspot Search Engine Optimization, Google Search Ads

OTHER

- **Disciplines:** Account Management, Business Development, Customer Relationship Management, Data Analytics, Small Team Management, Inventory Management, Financial Management, Strategic Planning, Web Design, Lead Generation

UNIVERSITY PROJECTS & ACTIVITIES

MEMBER, PHI GAMMA DELTA FRATERNITY

Richmond, VA

Judicial Board Chair

January 2019 – December 2019

- Collaborated with fellow leadership chairs to align goals and promote responsible community culture
- Guided final judgment on chapter related concerns and ensured adherence to code of conduct

FUNDAMENTAL ANALYSIS OF MODERNA 10-K

Richmond, VA

- Analyzed Moderna, Inc. 2019 10-K Financial Report in full to locate and comprehend policy issues within production, marketing, and financial implementation plans with context to social, political, and economic environments
- Created in-depth report addressing and providing insight into found issues with solutions and explanations

