

CAMERON PHILLIPS

Creative marketing professional seeking a dynamic and growth-focused role. With a track record of driving revenue growth and brand excellence through world-class marketing campaigns and creative strategy, Cameron leverages expertise in direct response marketing, team leadership, product management, and creative production to produce measurable results for global brands.

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EXPERIENCE

Real Estate Advisor & Marketing Specialist — *Engel & Völkers Vancouver*

April 2021 - Present

- Produce results for clients through bespoke property marketing campaigns and white-glove client service.
- Act a shop resource for advisor and shop-level digital marketing campaigns, with a focus on optimizing performance across paid media platforms.
- Drive creativity for shop brand campaigns, listing initiatives, and lead generation efforts, ensuring strategic and impactful outcomes.
- Leverage expertise as a real estate video specialist, serving as an on-camera host and producer to enhance property presentations and marketing materials, individually, as well as at the shop level.

Marketing Director — *The Life Coach School*

January 2023 - April 2023

- Orchestrated a high-performing team of directors to propel revenue growth through data-driven performance marketing campaigns and innovative technology solutions.
- Recruited and supervised a dynamic team of 12 in-house marketers and creatives, as well as external vendors, achieving a harmonious balance between strategic leadership and hands-on campaign support.
- Oversaw a \$1M monthly paid ad budget, steering a \$50M business with a 55% profit margin to consistently achieve a remarkable 500%+ Return on Ad Spend.
- Pioneered direct-to-consumer marketing campaigns for information products, live events, and audience nurturing strategies, resulting in enhanced brand visibility and profitability.
- Formulated and executed a 360-degree, interdepartmental \$100M revenue strategy, setting the growth trajectory for the next three years.

Creative Director — *The Life Coach School*

March 2021 - January 2023

- Established and led a highly efficient team of 10 creatives, implementing streamlined systems and processes to optimize operational speed.
- Successfully orchestrated 5 conference-style live events across the US, managing sound, lighting, and graphic design, collaborating with external vendors for on-site creative deliverables.
- Specialized in producing paid media creative, including motion graphics, videos, and static designs, tailored for maximum conversion rates.

SKILLS

Leadership in driving revenue growth through performance marketing campaigns.

Team building and management, overseeing both in-house and external creative teams.

Strategic oversight of multi-million-dollar monthly paid ad spend, achieving remarkable ROI.

Innovative development and execution of direct-to-consumer marketing campaigns.

Expertise in data-driven strategies for performance creative campaigns.

Comprehensive branding experience, including rebranding flagship products and sub-brands.

- Designed and developed web pages for online stores, marketing funnels, content hosting platforms, and online education products.
- Implemented data-driven strategies for performance creative campaigns, conducting rigorous testing and measurement to optimize sales, conversions, and retention.
- Spearheaded a comprehensive rebrand of the flagship product and related sub-brands, setting new standards across web, social, print, and digital assets.

Branded Media Producer and Digital Content Strategist — *Self Employed*

January 2015 - March 2021

- Crafted and executed influential social media and influencer marketing campaigns for the tourism and hospitality industry, aligning digital audiences with global brands and destination marketing organizations.
- Produced video content with +5 million monthly impressions for clients in lifestyle, travel, and hospitality, showcasing exceptional storytelling and creative prowess.
- Served as the lead video editor for an information content business, specializing in creating short-form, shareable content.
- Managed social media for a 300,000-member community, leveraging data-driven KPIs to drive sales and global brand awareness.
- Formed strategic partnerships with global PR firms, orchestrating targeted influencer media campaigns, notably with Booking.com, Fairmont Hotels, and Ferrari Trento for The Emmys.

EDUCATION

University of California Los Angeles — *Bachelor of Arts*

September 2013 - June 2017

Bachelor's degree in mass media communications and sociology.

PROJECTS

Portfolio available: <https://www.cameronphillips.net/portfolio>