

PETE CAMPBELL

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*A proven leader with a unique background in management, marketing, sales, video production, and design. Known for leading scalable business strategies, improving efficiency, and creating profitable campaigns using a data-driven approach. **Over 13 years of experience— driving measurable growth and increasing conversions.***

EXPERIENCE

DIRECTOR OF MARKETING

MAR. 2015 - PRESENT

Chaikin Analytics | Philadelphia, PA

- Drive overall business and marketing tactics across all digital and print channels
- Lead, motivate, and support the marketing team (7 employees) and department by providing strategy, direction, coaching, feedback, and fostering employee development
- Develop marketing plans to target internal, external, organic, paid, and earned traffic sources to drive revenue goals and business needs
- Nurture and build lasting relationships with partners and advertising vendors to guarantee quality delivery and execution on all campaigns
- Ensure marketing campaigns hit key performance metrics while staying on budget
- Establish, measure, and report on KPIs for marketing campaign effectiveness
- Work cross-company and directly with the Founder, CEO, and fellow leadership team
- Revitalize legacy campaigns and launch new initiatives, with an emphasis on creating an incredible customer experience while utilizing overall best practices and the latest trends
- Successfully launch new features, products, and services— *grew stock market newsletter from 0 to 40,000 subscribers in 12 months in a highly competitive space*
- Deliver six-figure marketing campaigns, while growing the prospect and customer pools
- Manage a six-figure annual marketing budget and generate positive ROI
- Increase conversion rates across all digital assets: website, lead pages, emails, advertisements, ebooks, whitepapers, video content, webinars, and more
- Work with cross functional teams to develop content for each campaign, ensuring all visuals and copy are concise, compelling, on-message, and on-brand
- Lead company's marketing efforts resulting in the prestigious "Best Stock Trading Idea Platform" award at Benzinga's Global Fintech Awards

VIDEO PRODUCTION & MARKETING MANAGER

FEB. 2013 - FEB. 2015

Brand.com | Philadelphia, PA

- Recruited to build an in-house video production department (10 employees)
- Produced and edited over 3,000 news video segments and over 500 pieces of additional video content for the Brand.com and its clients
- Managed production team, on-screen talent, writers, shooters, and editors
- Produced corporate training video catalogues and other marketing materials

- Created unique viral content using marketing, video, animation, and graphic design
- Planned and owned social media marketing campaigns and strategy
- Lead SEO strategy to rank high value content in the search engine for competitive keywords

TECHNICAL DIRECTOR & VIDEO EDITOR

SEP. 2012 - JAN. 2013

Tango Traffic | Malvern, PA

- Directed live television broadcasts with on-air talent
- Operated switcher console, audio, and camera controls
- Edited video content for Redlasso project targeting search keywords

SALES MANAGER

APR. 2006 - FEB. 2012

Accent Music, Inc. | Wilmington, DE

- Created and launched marketing campaigns for new products, offers, and specials
- Met and exceeded mandatory sales goals by 33%
- Managed a staff of over 30 employees and musical instructors
- Maintained partnerships with all vendors, managed store inventory, and organized student-instructor scheduling

EDUCATION

BACHELOR OF SCIENCE IN DIGITAL VIDEO PRODUCTION

2009-2012

Art Institute | Philadelphia, PA

- Cum Laude (GPA: 3.75) - Dean's List
- Awards for excellence in design, typography, digital workflow, and video production

SKILLS: Multi-Channel Marketing, Video Production, Graphic Design, Web Design, Photography, Digital & Print Advertising, CRM Management, Search Engine Optimization, Social Media, Research & Data Analytics, Conversion Rate Optimization, Digital Acquisition, Lead Generation, Sales, Project Management, New Product Development & Launch, Marketing Strategy, Market Research, Budget Management, Workflow Optimization, Copywriting, Storytelling, Email Marketing, UI/UX, Typography, Remarketing, Direct Response, A/B & Multivariate Testing

VIDEO PRODUCTION: Producing, Directing, Script Writing, Storyboarding, Camera Operation, Lighting, Audio Engineering, ENG, EFP, Video Editing, Motion Graphics, Animation, Talent

SOFTWARE: Final Cut, Premiere, Photoshop, After Effects, Illustrator, InDesign, WordPress, HTML, CSS, Unbounce, InfusionSoft, Marketo, HubSpot, Salesforce, MailChimp, AWeber, Google Analytics, AdWords, AdRoll, Taboola, Outbrain, HootSuite, Microsoft Office, Mac

Google Adwords Search Certified, Analytics Certified, & Video Advertising Certified 2017