

# 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 two prestigious awards for "Best Stock Trading Idea Platform" and "Best Industry Research Provider"

### **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 engines 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***