

Cameron White

Eden Terrace | camwhite982@gmail.com | 0274484559

SKILLS

Coding Languages: JS, React, HTML, CSS

Computer Software: Microsoft Office, VS Code, GitHub, Insomnia

DB/Analysis: GA4, Looker Studio, Sheets, GTM, BigQuery, MongoDB

Marketing: GAds, Social Media Advertising, SEO, Content Marketing, AI Marketing (Content)

PR: Influencer & Affiliate Marketing, Syndication, ETE PR Campaigns

WORK EXPERIENCE

Inkled/UpSalesTech

Tauranga, New Zealand

Marketing Contractor - IMC (Integrated Marketing Communications)

2016-2021

- Built Dose & Co's website and supported the marketing & PR strategy. 10M in digital sales after 18 months with expansion into the United States. Venture capital buyout after two years.
- Managed 50k in ad spend per month for Varidesk NZ and strategised the LinkedIn content marketing strategy for a 3x and 4x return respectively.
- Authored 70+ articles for Beauty Ninja, elevating organic web traffic from 4k to 40k per month, achieving a 3x digital revenue in 9 months. Led SEO campaign, managed 6 freelancers, and executed affiliate marketing (Awin, CJ) for a 6x return on marketing spend.
- Key marketing consultant for SOHL (buysohl.com), shaping strategy across channels, content, and socials.
- Orchestrated Thematic's growth marketing, ensuring channel synergy, revenue optimisation, and a unified, truthful data source using GTM, Looker, GA4, and Sheets.
- Enhanced GoGenerosity's Sales & Marketing funnel, boosting organic rankings through impactful articles.

Paste & Publish

Tauranga, New Zealand

Sub-Contractor - IMC (Integrated Marketing Communications)

Sep 2021 - Sep 2022

- Achieved 4x return on A2X SEO/Content Marketing campaign strategy by conducting keyword research on 70k keywords, clustering and briefing. I then used Trello to manage a team of writers to deliver 30 blogs per month.
- New Zealand Honey Co. SEO and CRO campaigns achieved a 9x return collectively. I created their marketing analytics using Google Data Studio (now Looker Studio) and used segmentation to identify areas for marketing spend allocation. I discovered a profitable cohort in Dubai which was a big reason for the CRO return (6X). I also strategised an SEO campaign which includes research, clustering/categorisation, briefing and analysis with a 4x ROI.
- Built <https://mobilityplus.co.nz/> website and ran their SEO and SEM campaigns. 3x return on ad spend, 7x return on SEO activities.

EDUCATION

The University of Waikato

Tauranga, New Zealand

Bachelor in Business Analysis | Major in Marketing

2021

- My research paper was on homebuilder (land and/or house packages) sales & marketing funnels. I interviewed blue chip companies headquartered in Tauranga, conducted thematic analysis on the transcribed interviews, and created a funnel out of the main themes.

Take2

Auckland, New Zealand

Certificate in Web Development

2023

- Achievements: Completed 1,300 hours of web development training, facilitated by Take2 and tech industry partners using agile practices.

SKILLS & INTERESTS

Languages: English

Interests: Passionate about full-stack web development and side projects. Strong interest in PR, marketing strategy, AI Martech, and Integrated Marketing Communications. Outside of tech, I enjoy playing football.

Subject: Application for the Web Developer Position

Dear [Hiring Manager's Name],

I am writing to express my sincere interest in the Web Developer position at [Company Name], as advertised. With a deep passion for full-stack web development, I have dedicated my spare time to creating innovative projects that showcase my skills and enthusiasm for crafting unique solutions.

One of my notable achievements is the development of a distinctive travel booking-style web application tailored for the Asian market. Leveraging the MERN stack, I successfully implemented creative solutions and intuitive design to enhance the user experience. This project not only demonstrates my technical proficiency but also reflects my commitment to delivering solutions that cater to specific market needs.

In addition to my technical skills, I have a keen interest in PR and marketing strategy, with a specific focus on AI Martech and Integrated Marketing Communications. I believe that a holistic understanding of technology, combined with strategic marketing insights, is essential for creating impactful and successful web applications.

Beyond my professional interests, I am an avid football enthusiast and find joy in playing the sport whenever I can. This passion extends to my approach in the tech world, where I thrive on the teamwork, strategy, and dedication required for success.

I am confident that my blend of technical expertise, creative project experience, and marketing insights make me a valuable candidate for the Full-Stack Web Developer role at [Company Name]. I am eager to bring my skills to your dynamic team and contribute to the innovative projects that [Company Name] is known for.

Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experiences align with the goals of your team.

Yours sincerely,
Cameron White
0274484559
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