

Jameson Campbell

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EXPERIENCE

Sensorfield – *Business Development*; Houston, TX

May 2016 - Present

An IoT manufacturer of wireless sensor devices and software that monitor oilfield equipment

- Oversee multiple initiatives across all phases of software design, manufacturing, sales, and operations
- Created an internal CRM system for field operations, sensor deployment, and invoicing
- Managed 2 developers on mobile and desktop customer platform rewrites to enhance usability
- Conducted research analysis on raw queried data to improve sensor performance by 10%
- Implemented a go-to-market strategy producing introductions to operators managing over 2k+ oil wells
- Enhanced marketing and sales initiatives for new, repeat, and referral business
- Sourced overseas manufacturing suppliers to reduce costs by 60%
- Build all sensors from materials to final assembly

Flexter Inc. – *Co-Founder & Mobile Product Manager*; Austin, TX

Sept. 2013 - Present

A remote mobile development studio focused on making apps for social media influencers

- Negotiated software license agreements generating over \$200k+ in sales
- Reached the 14th highest grossing health & fitness app in the U.S. with Toned by Natalie Jill
- Manage remote developers across 5 different countries on iOS and Android operating systems
- Interact with stakeholders to define product roadmap and strategy through customer adoption
- Organize version iteration sprints as Product Owner in an agile environment using Pivotal Tracker
- Design animated user interactive prototypes with Flinto using Sketch's design software
- Maintain database by creating classes, columns, rows, and importing data
- Selected into Capital Factory's Accelerator Program for pre-seed stage startups

FreightPros - *Full Truckload Freight Broker*; Austin, TX

June 2012 - Sept. 2013

A 3rd party logistics provider that delivers LTL and TL services across the U.S.

- Grew TL division's growth and development towards a 700% increase in net profits over 14 months
- Negotiated with carriers to maximize profit while ensuring quality would be delivered
- Analyzed U.S. truckload markets daily to provide average profit margins of 30%
- Oversaw daily TL operations

EDUCATION

The University of Texas at Austin

Bachelor of Arts, Economics

December 2015

Minor: McCombs School of Business Foundations

ADDITIONAL INFORMATION

Computer Skills: Microsoft Office, Sketch, Pivotal Tracker, JIRA, Flinto, iMovie, InVision

Website: <https://jamesonc.github.io/>

Languages: Limited Proficiency in Spanish

Databases: SQL, AWS, Heroku, Back4App

Interests: People, Technology, Traveling, Hunting, Fishing, Golfing

References: Available upon request

Work Eligibility: Eligible to work in the U.S. with no restrictions