

# Alex Cam

Marietta, GA 30062 Call Me: (770) 298-1697

Email: [alexcam@gmail.com](mailto:alexcam@gmail.com)

LinkedIn: [linkedin.com/in/alexcam4/](https://www.linkedin.com/in/alexcam4/)

Portfolio: [alexcam1.wixsite.com/my-site](https://alexcam1.wixsite.com/my-site)

## WORK EXPERIENCE

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### Elise Artisan Nuts, LLC

Atlanta, GA

#### Social Media Coordinator

Jan 2024 – Present

- Create and curate engaging content including posts, stories, photos, and videos that resonate and drive engagement on IG resulting in 6% follower growth.
- Proactively identified and strategized a monthly social media plan to acquire more brand awareness for the company.

### CORSAIR | SCUF Gaming

Atlanta, GA

#### Influencer Sponsorships Intern

May 2023 – Dec 2023

- Experience in the acquisition of talent for influencer partnerships which successfully increased brand recognition by 18% across all social media platforms for Elgato, SCUF, Corsair, Origin, and Drop
- Coordinated the entire Asset Package for Envision Controller (SCUF's PC Only Controller) Launch that would be used for promotional pieces of Influencer Marketing campaigns.
- Monitored social engagement and comments on all partnered and esports' posts using GRIN and Sideqik to ensure sponsored influencers were compliant with their obligated contracts.

### Elise Artisan Nuts, LLC

#### Digital Marketing Intern

Jun 2022 – Apr 2023

- Built and managed a virtual storefront for the company using Etsy which brought more brand visibility online.
- Applied SEO strategies on product listings to optimize high product rankings on Etsy.
- Implemented paid digital marketing campaigns which increased the number of online sales digitally by 40%.

### GTRacing & DowinX

Remote

#### Brand Ambassador

Feb 2021 – May 2021

- Organized giveaways for the brand on social media which resulted in a 14% increase in total weekly website visits.
- Generated creative assets for social media campaigns which accrued over 5000% exposure.
- Tracked and analyzed the performance of marketing campaigns to align with brand objectives, providing valuable insights into the effectiveness of campaigns for future strategies.

## PERSONAL PROJECTS

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### IllegalMinecraft Brand

Feb 2019 – Present

#### Founder

- Organically grew a multitude of social media accounts across various platforms with a net following of 900,000+
- Developed, curated, and edited content for Instagram, TikTok, and YouTube, that captivates viewers, and drives significant follower growth by 30% every month.
- Enhanced social media follower count each month by 10% through the understanding my target audience.
- Maintained millions of monthly impressions with hundreds of thousands of engagements across all uploads.

### Shopify Webstores

Aug - 2019 – Present

#### E-Commerce Specialist

- Created and managed 5 digital storefronts using Shopify eCommerce platform.
- Self-produced UGC (user generated content) used as marketing campaigns on TikTok and Meta Ads
- Structured email campaigns to increase returning click-through rate, effectively attaining leads and driving sales.

## EDUCATION

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### Kennesaw State University

Kennesaw, GA

BBA, Major in Marketing, Minor in Advertising & Digital Media

Graduation: May 2023

## SKILLS

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**Social Media Tools:** Facebook Ads, Google Suite, TikTok Ads, Hootsuite, Sprout Social, TweetDeck

**Digital Skills:** SEO, Digital Marketing Strategy, Content Management, Email Marketing, Social Media Marketing

**Graphic Design:** Photoshop, Canva, Adobe Illustrator, Adobe Creative Suite, Video Editing, CapCut

**Soft Skills:** Leadership, Attention to Detail, Collaborative, Copywriting, Communication Skills, Project Management