

CAMERON BENSON

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OVERVIEW

Strategically-driven entrepreneur looking for new challenges in a flexible work environment. With a demonstrated history of driving company growth focusing on sales, marketing and providing outstanding customer support.

EXPERIENCE

5/2012 - present **Net Profits, LLC:** Founder, Innovation and Marketing

- Created marketing strategies to launch Net Profits, LLC to tens of thousands of users with focus on viral growth and innovation.
- Improved market presence, developed workflow to maximize productivity and was featured on Entrepreneur.com in October, 2015.
- Coordinated and managed over 184 digital employees to meet strict deadlines.

5/2012 - present **Net Profits, LLC:** Sales, Client Management

- Established revenue goals and developed direct sales strategies to hit targets.
- Answered over 100 emails/inquires daily working directly with customers to identify the most important challenges and provide exceptional customer service.

5/2012 - present **Net Profits, LLC:** Copywriter, Project Manager

- Developed and created unique high-performing, brand enhancing marketing concepts that generated over \$900K in digital sales.

5/2012 - present **Net Profits, LLC:** *Email Marketing Specialist, Automation*

- Created and executed email marketing campaigns to support key business priorities including CRM goals such as acquisition engagement and retention.
- Responsible for generating and maintaining email list of 20,000 subscribers.

ADDITIONAL INFORMATION

- **Extensive Instructor experience:** Crafted original concepts and curriculum based on latest digital tactics. Conducted recorded and live in-depth tutorials on marketing best practices.
- **Expert Technical Skills:** Google Analytics, Facebook Ads Manager, AWeber, Constant Contact, Infusionsoft, WordPress, HTML, Microsoft Office.