

Cam Ramos

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<https://www.linkedin.com/in/cameronframes/>

EDUCATION

Bachelor of Science, Marketing

Arizona State University, W.P. Carey School of Business

December 2024

- Awards and Honors: New American University - President's Award, SUN Award, College Success Arizona, Education Forward Arizona, Dean's List (Fall 21, Spring 24)

WORK EXPERIENCE

Email Marketing Intern

Phoenix, AZ

Leslie's Poolmart

May 2024 - July 2024

- Used segmentation strategies to target specific audiences with personalized content.
- Created automatic email workflows based on user behavior and lifecycle stages.
- Analyzed performance metrics and generated reports.
- Collaborated with the creative marketing team to ensure accurate messaging.

Marketing Operations Intern

Phoenix, AZ

LaneTerrallover

September 2023 - April 2024

- Researched new business opportunities by gathering company and employee information from the agency's Tier I industries (casinos & gaming, tourism & attractions, healthcare) using ZoomInfo, People Data Labs, and LinkedIn Sales Navigator.
- Utilized direct marketing tactics for new business by sending out 50+ FedEx packages to executives of Tier I companies and followed up through email sequencing on Hubspot.
- Built contact lists and optimized existing data on Hubspot, improving lookup efficiency and reducing redundancy.
- Published blogs for Convince & Convert through WordPress and improved their SEO by optimizing keywords, key phrases, and meta descriptions.
- Curated social content for Convince & Convert's Instagram and LinkedIn account

Account Manager

Tempe, AZ

Arizona State University – Student Media/The State Press

June 2023 - May 2024

- Managed a portfolio of 18 accounts valued between \$500 and \$25,000 while simultaneously seeking out new partnerships.
- Served as a trusted liaison between clients and the department, ensuring streamlined communication and customer satisfaction.
- Ensured that account targets were met by selling ad spaces, upselling memberships, collecting creative assets, sending proofs of ad placement, and facilitating meetings with prospective and current clients.
- Utilized HubSpot CRM software to organize and track client information, ad placements, and deadlines.

LEADERSHIP

Art Director

Tempe, AZ

Arizona State University – AdWorks

February 2023 - May 2023

- Partnered with Phoenix ad agencies and collaborated with a team of student marketers to design high-impact deliverables for ReBath and McDonald's.

CERTIFICATIONS & SKILLS

- Certifications:** Digital Advertising - Hubspot Academy (ID: 88651977ecd24d1497b67298fce79ad9), Fundamentals of Digital Marketing - Google (ID: 274645107)
- Skills:** Cordial, Google Analytics, HubSpot CRM, WordPress, Adobe Photoshop, Procreate, Canva