

Gregory E Cambra

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VISUAL CV ONLINE PORTFOLIO:

www.visualcv.com/gcambra77

EDUCATION:

Bachelor of Science: Strategic Communication
Oklahoma State University, Stillwater, Oklahoma
Emphasis: Advertising

Graduated: May 2013

EXPERIENCE:

Step 7 Promotions: Market Coordinator

July 2013- Sept. 2013

- Researched and applied marketing strategies to Sam's Club members
- Developed and delivered show pitches to potential consumers
- Worked with clients to find most effective way to advertise to public of product benefits
- Learned marketing systems and leadership values for application in future campaigns

Ackerman McQueen: Account Services Intern

Jan. 2013- May 2013

- Conducted research on target demographics and competitors for WinStar and Riverwind Casino
- Transcribed and documented videos for National Rifle Association
- Wrote copy sheets for radio and print for Remington Park and WinStar World Casino
- Provided input on creative concepts for Remington Park's membership card and events
- Conducted presentations of information based off client research
- Participated in meetings to discuss production of Remington Park's anniversary
- Assisted Account Executives and Supervisors with mail, phones and other office tasks

Freelance Projects

Aug. 2010 – Present

- Worked with a team to create a media analysis of the brands CLIF Bar and Zoloft
- Created example Creative Copies, Press releases, and E-newsletters for Orange Peel, Comfort Cleats and Oklahoma State University Art and Science magazine

PROFESSIONAL ORGANIZATIONS:

Theta Chi Gamma Zeta Fraternity
Public Relations Student Society of America
Oklahoma State University Advertising Club

Aug. 2010 – Dec. 2011

Aug. 2011 – May 2012

Sept. 2012- May 2013

REFERENCES:

AVAILABLE UPON REQUEST