

# Cameron Malfara

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A Creative Director with 10+ years of experience specializing in digital advertising, content strategy, cross-functional collaboration, and brand messaging. A proven track record of collaborating with diverse marketing teams and client stakeholders to deliver innovative marketing solutions and drive market penetration.

## Education

### Bachelor of Science (BS.) Marketing

Harvard University, Cambridge, MA  
September 2007 - May 2011

## Key Skills

- ◆ Brand Marketing
- ◆ Public Relations
- ◆ Content Strategy
- ◆ Digital Marketing
- ◆ Client Relations

## Professional Experience

### Creative Director

New England Financial Consultants, Boston, MA | July 2016 - Present

- Served as the creative director for a financial consulting firm delivering asset management, investment banking, and financial services to multi-million-dollar clients
- Coordinate with the marketing department and shareholders to create a brand persona built on trust and integrity, resulting in a 130% increase in new business over two years
- Oversee digital marketing campaigns, social media, and television advertisements and serve as the brand representative during high-level client consultations

### Creative Director

Innovate Marketing Co., Boston, MA | May 2011 - July 2016

- Defined brand marketing and content strategy for nationally recognized technology and financial firms, coordinated with the digital marketing team and clients to define campaign goals and brand messaging, and improved account growth by over 150%
- Executed a complex project for a technology startup to create a brand for a unique software product and successfully positioned the company as a market disruptor