

Ben Campbell

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<https://hirebencampbell.start.page/>

I turn content chaos into marketing magic. With over 6 million followers across brands, \$70K+ in social-driven revenue, and a track record for making audiences laugh, click, and convert — I specialize in telling the kind of stories algorithms and humans both love. I make scroll-stopping content happen.

Recent Wins

- Over 470M impressions across social media
- Over 15M interactions across social media
- Boosted site traffic 12% by integrating blog and social

WORK EXPERIENCE

San Antonio Zoo

04/2024 - 04/2025

Manager, PR & Integrated Marketing

San Antonio, TX

- Led social content team managing 6M+ total followers
- Drove \$70k in new social media revenue through optimized content
- Revamped blog & social flow, improving site traffic by 12%
- Increased engagement by 15% across all platforms
- Reduced paid social CPA by 8% via targeting and creative swaps
- Improved cross department relationships to build zoo wide content calendar
- Coordinated and managed press visits (photography, live shots, etc.)
- Turned influencer chaos into a structured creator program
- Wrote press releases for local, national, and international media

Overland Partners

10/2022 - 03/2024

Content Marketing Manager

San Antonio, TX

- Boosted brand visibility by 20% through SEO forward storytelling and social media
- Increased leads by 7% with optimized content strategies
- Revamped social media strategy, achieving a 25% boost in engagement
- Optimized website content, achieving a 15% lift in site visits
- Created content calendar, branded decks, internal comms, press releases
- Partnered with VP of Business Development to secure media coverage for key projects and milestones
- Led junior team members on content projects and campaign execution

Codeup

10/2020 - 10/2022

Digital Marketing Specialist

San Antonio, TX

- Boosted student applications by 25% through content marketing
- Grew employer leads by 25% through targeted B2B content marketing
- Grew social media following by 35% average, 50% on LinkedIn

EDUCATION

Bachelor of Arts in Communication

The University of Texas at San Antonio

01/2010 - 12/2012

SKILLS

Marketing & PR

- Blogging
- Copywriting
- Podcasting
- Press Interviews
- Press Releases
- Public Relations
- SEO Optimization
- Social Media
- Social Media Strategy
- Storytelling
- Video Production
- Web Design
- Writing

Tools

- Adobe Creative Suite
- Asana
- Buffer
- Canva
- Google Business Suite
- Hootsuite
- HubSpot
- Microsoft Office
- Sprout Social

Soft Skills

- Attention to Detail
- Communication
- Creativity

- Launched the company's first podcast called Hire Tech
- Improved email automation that lead to a 15% increase in sales
- Created calendar, supported internal comms and events
- Helped lead junior staff on projects and strategy execution.

Brokerage Engine

08/2018 - 05/2019

Marketing Implementation Specialist

San Antonio, TX

- Produced marketing content (blogs, newsletters, social) that increased customer satisfaction by 15%
- Developed help guides, walk-throughs, and in-app content to support product adoption and reduce support volume
- Collaborated with dev team to translate product updates into clear customer-facing communications
- Helped launch a customer ticketing system with routing, tagging, and content-driven support integration
- Designed and delivered marketing mockups, internal documentation, and client-facing resources

- Cross Functional Collaboration
- High-Level Descision Making
- Leadership
- Problem Solving
- Strategic Thinking

FollowUp.cc

05/2016 - 02/2018

Customer Success Manager

San Antonio, TX

- Managed onboarding and support for hundreds of SaaS users, improving retention and reducing churn
- Led social content and community efforts across all platforms to increase product awareness and user engagement
- Created customer-facing help content, product videos, and blog posts to drive adoption and self-service
- Tracked and analyzed MRR, churn, and usage patterns to inform customer strategy and feature feedback
- Built scalable onboarding and support workflows, including interactive tutorials and guided demos

CERTIFICATIONS

Adult Mental Health First Aid

07/2022 - Present

National Council for Mental Wellbeing

Marketing: Copywriting for Social Media

06/2022 - Present

LinkedIn