

Ben Campbell

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WORK EXPERIENCE

San Antonio Zoo

San Antonio, TX • 04/2024 - 04/2025

Manager, PR & Integrated Marketing • Full-time

- Lead and manage content team that creates content for over 6 million followers across all major social channels
- Increased site traffic by 12% with revamp of Zoo blog that integrated with social media content
- Helped lower CPA on paid social ads by 8% through audience segmentation and creative optimization, improving quarterly ROI
- Helped increase comments and shares across all social channels by 15%
- Implemented new social media strategies to increase brand loyalty, comments, and shares by 15%
- Create and manage content calendar that's used across the zoo.
- Use data from multichannel sources to inform our content decisions and define our KPI's.
- Collaborated with internal departments to build and share company-wide messaging, event updates, and employee engagement content.
- Developed talking points and communications plans for internal and public-facing events to ensure consistent brand messaging across leadership.
- Designed internal presentations for quarterly company meetings and board of directors, aligning visual storytelling with strategic goals.
- Coordinated with the Director of Public Relations on Press Release calendar.
- Wrote press releases as needed to help market key initiatives and stories to both local, national, and international press.
- Helped coordinate and manage press visits for various kinds of coverage from photography shoots, look lives, and live broadcasts.
- Helped manage and overhaul our influencer program to become a content creator program.

Overland Partners

San Antonio, TX • 10/2022 - 03/2024

Senior Marketing Lead

- Grew brand awareness by 20% thanks to SEO optimization and segmented content marketing
- Increased new business leads by 7% through data driven content marketing efforts like blogs, case studies, and social media
- Revamped social media strategy, achieving a 25% boost in engagement, amplifying brand reach and online community interaction
- Optimized website content for SEO, readability, and general upkeep lead to an increase of 15% in online website engagement.
- Support Studio with marketing related needs such as supporting our intern and art program on social media.

SKILLS

Marketing & PR: Blogging, Community Building, Content Calendar, Digital Media, Event Organization, Event Planning, Events, Event Talking Points, Executive Presentations, Help Center Guides, Internal Communication, Intranet Content, Leadership Alignment, Press Interviews, Press Releases, Product Guides, Public Relations, SEO Optimization, Social Media, Social Media Analysis, Social Media Calendar, Social Media Marketing, Social Media Strategy, Storytelling, Strategic Messaging, Video Editing, Web Design, Writing, YouTube

Software Skills: Adobe Creative Suite, Asana, Buffer, Google Business Suite, Hootsuite, HubSpot, InDesign, Microsoft Office, Monday.com, Photoshop, Premiere, Salesforce, Sprout Social

Soft Skills: Adaptation, Attention to Detail, Collaboration, Communication, Creativity, Cross Functional Collaboration, Employee Accountability, Employee Training, High-Level Decision Making, Leadership, Problem Solving, Professional Presentations, Social Media Innovation, Team Building, Training

- Helped create customer retention email program that helped keep our customers aware of our current projects and bandwidth
- Created and shared content calendar so architects can align with our posting deadlines
- Created branded presentation decks for leadership, including quarterly updates, internal workshops, and board of directors meetings.
- Coordinated internal communications and content for staff announcements, team recognitions, and company culture initiatives.
- Helped VP of Business Development with writing press releases and managing the calendar to maximize press coverage on key project announcements, as well as key project milestones, and history markers.

Codeup

San Antonio, TX • 10/2020 - 10/2022

Digital Marketing Specialist • Full-time

- Increased student applications by 25% through content marketing efforts on our blog, social media, and website optimization
- Grew employer leads by 25% which helped our students get hired faster through targeted content marketing efforts
- Grew our social media following by an average of 35% per channel, and over 50% on LinkedIn
- Launched the company's first podcast called Hire Tech
- Helped solve pain points for event workshops between stakeholders across the company saving productivity costs
- Worked with our Admissions department to improve email automation that increased customer sales by 15% and improved the student onboarding experience by 25%
- Created social calendar to help keep marketing team organized for blog postings, announcements, and evergreen content posts.
- Helped lead junior staff on projects and strategy execution.
- Helped organize and create B2C events for prospective students to learn about our training programs
- Helped organize and create B2B events to help sign up hiring partners to Codeup's hiring network.
- Supported internal communication strategies for event planning, including writing event messaging and producing branded visual presentations.
- Designed internal content for company-wide meetings, helping leadership clearly communicate goals and achievements across departments.

Business Development Specialist

- Helped source hiring partners to hire students and help us build our curriculum
- Helped build and define Codeup sales process
- Work with Marketing team on hiring partner marketing initiatives

Brokerage Engine

San Antonio, TX • 08/2018 - 05/2019

Marketing Implementation Specialist

- Created content marketing like blogs, newsletters, and social media that lead to an increase in customer satisfaction by 15%

EDUCATION

Bachelor of Arts in Communication

The University of Texas at San Antonio

01/2010 - 12/2012

- Helped build support resources including help guides, product FAQ's and walk-throughs, and social media content
- Curated support guides and product walk-throughs lead to an increase in customer retention by 15%
- Collaborated with the dev team to write up product update blogs, and create walk-through content for social media
- Helped build product ticketing system from scratch including ticket routing, escalations, bug reviews, and content marketing needs like our help center
- Created customer slack and social media communities
- Built mockup marketing items, and curated video content to showcase in catalogs
- Worked with clients to implement their marketing needs into our app
- Work with senior leadership on conferences and other external events we could attend

FollowUp.cc

San Antonio, TX • 05/2016 - 02/2018

Customer Success Manager

- Communicate constantly with our customers to provide support, education about the product, and escalated issues (billing, account management).
- Coordinate our social media efforts across all platforms to increase brand awareness, drive traffic to our site, generate leads, and provide support.
- Create and edit all social content to include: Guided Help Videos, Product Videos, Social Graphics, & Social Images, and Blog Posts
- Onboard our new customers to our service via video calls and interactive web apps
- Implement creative ways to improve our relationships with our customers
- Analyze and report on MRR movement, Churn, and Social Media Analytics

CERTIFICATIONS

Adult Mental Health First Aid

07/2022 - Present

National Council for Mental Wellbeing

Marketing: Copywriting for Social Media

06/2022 - Present

LinkedIn