

PAUL CAMPBELL

Miami Beach, FL

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415-716-4929

PROFESSIONAL SUMMARY

Seasoned Marketing Executive - Proven leader with more than twenty million dollars in product and service revenue generated in the technology industry.

Skilled Negotiator / Entrepreneurial professional - Ten-year track record of market expansion and profit-driven performance.

Goal-oriented / Analytical - Motivated, hardworking team player with strategic focus. Innovative, analytical approach to overcoming challenges and real-time problem solving.

EDUCATION

Stanford University, Stanford CA

M.S. Engineering (June 2010). Emphasis in business, marketing, and technology entrepreneurship.

University of California, Berkeley

B.S. Civil Engineering (December 2007)

Awards: UC Berkeley Honors

Vice President, Chi Epsilon (Civil Engineering Honor Society)

WORK EXPERIENCE

Marketing Executive

2012 – Present

Venture Capital Backed Startups, San Francisco, CA

Planned, managed and executed marketing campaigns and strategies for Venture Capital Backed Startups since 2012. Generated more than \$20,000,000 in revenue using the channels noted below.

Email / SMS Marketing

Search Engine Marketing

Affiliate Marketing

Social Media Marketing

Advertising

Event Marketing

Content Marketing

Direct Marketing

Influencer Marketing

Marketing / PR Associate

2010 - 2012

Paula Page PR, Palo Alto, CA

Managed social media advertising campaigns and accounts, oversaw email campaigns to journalists, managed blogs and drafted press releases.

Tools used:

- LinkedIn and People aggregators (ZoomInfo, Apollo.io, SalesQL, etc.)
- Tech-specific events, Stanford University / UC Berkeley alumni events, alumni databases
- Marketing AI Tools for automating sequences and CRMs like MixMax, Hubspot, and Pipedrive)
- SMS Marketing using Postscript.
- Buffer / Hootsuite for Social Media Marketing. Unbounce and Canva for Landing Pages.