

Cameron Davis

Executive Summary

In December 2022, I will graduate from the University of Arkansas with a Bachelor of Arts in Journalism. My coursework at the university has focused on advertising and public relations. My work experience has focused on influencer marketing, social media management, content creation, and developing strong communication skills.

The effort I have put into my studies and work experiences these past three and half years will hopefully lead to new opportunities to prosper in the professional world. As a journalism major, I have developed strong communication skills, written and verbal. I learned how to work exceptionally well in fast-paced team environments and have put it into practice in the workplace. The diversity of courses I have taken has allowed me to have a well-rounded view of advertising, public relations, and marketing.

I have ample experience in influencer marketing and campaign development through a client services internship with Acorn, an influencer marketing company. In my portfolio, you will find examples of work for influencer campaigns for brands such as Blue Triton, Mucinex, and Blue Buffalo. My team and I curate engaging content with influencers to match each niche campaign and deliver authentic messaging to the consumer. I created live post decks for clients to assess the success of their campaigns, recruited new and upcoming influencers into our portal, and researched demographics to ensure we were engaging the right audiences.

My journalism background has also given me experience in developing media plans. In a course, I worked as a team to develop consumer insights reports for the rise of plant-based foods, which is in my portfolio. Other courses have allowed me to develop full-scale creative strategy plans. In my portfolio, you will find creative solutions for a local restaurant, Hammontree's. I created design mockups for multiple forms of media, such as print postcards, magazine ads, social media, and billboard designs as well as developed strategic approaches and a creative brief based on client research.

For the last two years, I have created marketing plans and organized events for Taco Bell as a campus ambassador. I created graphics in Adobe Illustrator and Photoshop for various media platforms. Because of this experience, I have developed my networking, concise communication, and Adobe skills.

I am involved in multiple organizations on campus and have a wide array of work experience. These experiences made me the organized and creative person I am today. I know that the work in my portfolio will elaborate my work ethic and show that I will go above and beyond to exceed expectations.

For more information, please view my LinkedIn page:
www.linkedin.com/in/camerondaviss