

Camden Whitlock

Searching for contract digital marketing roles starting in October 2025.

Charlotte, NC • Durham, NC
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[LinkedIn](#) | [Personal Website](#)

EXPERIENCE

Camden R. Creative, Durham, NC - *Founder*

September 2025 - Present • Contract

- Executed comprehensive digital marketing strategies for 2 small businesses
- Produced 130+ graphic assets that increased online engagement by 170%

UNC Campus Recreation, Chapel Hill, NC - *Fitness & Wellness Intern, Marketing Assistant*

July 2025 - Present • Full-Time

- Used platforms like GroupEx Pro and GroupMe to manage 250 person teams
- Targeted university-wide audience (40,000+) using Fusion to market programs
- Planned and executed 2 major events, hosting 5,000+ students, semesterly
- Aided in the professional development of 80+ student staff (GFIs, CPTs, etc.)
- Fully trained 30 ACE GFI and 40 NASM CPT students through focused study

Pharmosaic Consulting, Hillsborough, NC - *Business Development & Marketing Lead*

June 2025 - Present • Contract

- Created targeted LinkedIn content, increasing page views by 150% weekly
- Copywrote, edited, and published 50+ "Semi-Solid Logic" LinkedIn articles
- Elevated brand identity and presence across 75+ visual and strategic elements
- Developed and maintained a custom-coded website with 5 functional pages
- Led B2B strategy development and execution across 160 multi-channel assets
- Drove 65% increase in partner satisfaction, 85% increase in lead conversion

Orangetheory Fitness, Chapel Hill, NC - *Fitness Coach, Marketing Coordinator*

August 2023 - Present • Part-Time

- Maintained a lead conversion rate of 75% or higher in monthly sales
- Maintained annual active recurring member growth of high 25% or more
- Designed and delivered workshops using various tools for audiences of 50+
- Participated in 5-10 hours of monthly continuing education to refine skills
- Created engagement approaches to increase total capacity utilization by 15%
- Developed storytelling strategies that boosted weekly impressions by 150%

Charlotte Hornets Foundation, Charlotte, NC - *Foundation Assistant*

March 2025 - July 2025 • Full-Time

- Implemented multi-channel campaigns, increasing Q1 CHF giving by 25%
- Increased per-game CSR Community Corner profit margins by 65%
- Spearheaded all internal and external email marketing campaigns from CHF
- Used event marketing to attract 4,500+ Innovation Summit participants
- Developed and managed a donor-focused microsite using HTML and CSS

OT Growth Partners, Chapel Hill, NC - *Marketing Assistant*

October 2024 - December 2024 • Internship

- Executed monthly marketing campaigns across 39 franchise studios
- Developed detailed 30-50 page execution guides monthly for studio usage
- Developed a comprehensive week-by-week social media strategy for studios
- Boosted organic reach by 8% in three months across all studios and platforms
- Increased follower counts across 74 social accounts by 5% in Q4 2024
- Implemented paid search ads and increased post link clicks by 15%
- Increased recurring member count by 308 across 15 NC studios in January

Schneider Electric, Morrisville, NC - *Marketing Coordinator*

June 2024 - October 2024 • Internship

- Analyzed 500,000 lines of website code to eliminate repetition and errors
- Identified 100% of errors in online catalog and outlined necessary changes
- Copyedited five 200+ page product catalogs for grammar and consistency
- Proofread technical writing samples and blog posts for translation errors

EDUCATION

University of North Carolina at Chapel Hill -

Chapel Hill, NC

August 2021 - December 2024

BA in Business Communications

BA in English Literature

Minor in Editing, Publishing, and Digital Media

Central Piedmont Community College -

Charlotte, NC

August 2019 - June 2021

AA in Business and Marketing

Minor in Advertising

Minor in Graphic Design

CERTIFICATIONS

Mental Health First Aid USA - National Council

for Mental Wellbeing

Expires May 2026

200 Hour Vinyasa Yoga Teacher Training -

Chakra Flow University

Expires November 2026

Nutrition Coach Specialty Certification -

National Exercise Trainers Association (NETA)

Expires January 2027

Indoor Cycling Specialty Certification -

National Exercise Trainers Association (NETA)

Expires April 2027

Certified Group Fitness Instructor - American

Council on Exercise (ACE)

Expires April 2027

Certified Personal Trainer - National Academy

of Sports Medicine (NASM)

Expires May 2027

Adult First Aid/CPR/AED - American Red Cross

Training Services

Expires August 2027

SKILLS

Copywriting • Communications Strategy • Social Media Marketing (SMM) • Graphic Design • Digital Media • Canva • Web Development • Data Analytics • Adobe Creative Suite • Search Engine Optimization (SEO) • Microsoft Office 365 • Google Platforms • Excel • PowerPoint • Adobe Creative Suite • Acrobat • Illustrator • InDesign • Photoshop • Google Analytics • CSS • HTML • Facebook Ads Manager • Mailchimp • UltraTax • Sprout Social • App Design • Hootsuite • PPC • Search Engine Marketing (SEM) • Video Creation • Google Ads