

Camden Whitlock

Searching for a full-time role starting in September 2025.

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[LinkedIn](#) | [Portfolio](#)

EXPERIENCE

UNC Campus Recreation, Chapel Hill, NC - *Fitness & Wellness Coordinator*

July 2025 - Present

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

June 2025 - Present

- 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

CorePower Yoga, Chapel Hill, NC - *Senior Yoga Instructor*

February 2025- Present

- Implemented a five-step sales process across the Chapel Hill location
- Increased monthly net profit by 12% through improved sales consistency
- Contributed to overall membership growth exceeding 750 members in Q1
- Designed and delivered studio onboarding sessions for new instructors
- Saw a 45% boost in daily class capacity utilization and weekly net growth
- Reduced cancellations and freezes by 13% in Q2 by improving experience

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

August 2023 - Present

- 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

- 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

- 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%

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

OTFit Certificate Program, Phase 1 -

Orangetheory Fitness US

Expires August 2027

Adult First Aid/CPR/AED - American Red Cross

Training Services

Expires August 2027

First Aid/CPR/AED Instructor - American Red

Cross Training Services

Expires August 2027

SKILLS

**Copywriting • Communications Strategy •
Social Media Marketing (SMM) • Graphic**

- Increased recurring member count by 308 across 15 NC studios in January

UNC Campus Recreation, Chapel Hill, NC - *Yoga Instructor, Cycle Instructor*

November 2021 - December 2024

- Planned departmental participant events and increased attendance by 25%
- Volunteered for a pro bono mentorship program five times in three years
- Launched multiple graphic campaigns and boosted organic reach by 15%
- Created social media graphics that increased average class sign-ups by 12
- Earned four new certifications over three years to enhance skills
- Awarded both Employee of the Month and Employee of the Year in 2023

Schneider Electric, Morrisville, NC - *Marketing Coordinator (Internship)*

June 2024 - October 2024

- Analyzed 500,000 lines of website code in Excel for repetition and errors
- Identified 100% of errors in online catalog and outlined changes using Acrobat
- Copyedited five 200+ page product catalogs for grammar and consistency
- Proofread technical writing samples and blog posts for translation errors
- Designed video and digital assets and authored technical documents

Simple Charity, Durham, NC - *Communications Specialist (Internship)*

June 2023 - August 2023

- Applied strategic consulting principles for 5+ startup nonprofit organizations
- Streamlined a system for task and content organization using custom code
- Developed a basic organizational style guide for all five departments
- Designed assets that improved acquisitions process and reduced time by 35%
- Wrote and produced three monthly editions of the company newsletter

Carolina Brewery, Charlotte, NC - *Hospitality Expert (Server)*

September 2022 - February 2023

- Maintained consistent daily sales revenue of \$500+ per hour for six months
- Built strong customer relationships and improved restaurant rating by 30%
- Enhanced public speaking skills and adapted to a top-down management
- Earned Employee of the Month twice for high workplace achievement

Starbucks Coffee Company, Charlotte, NC - *Barista, Barista Trainer*

February 2021 - March 2022

- Ensured seamless customer experience across 100+ daily transactions
- Memorized 80+ food and drink combinations for accurate orders

Thompson Whitlock, Charlotte, NC - *Tax Preparer*

January 2020 - April 2021

- Digitized 5,000+ paper files to collaborate seamlessly with current technology
- Gained knowledge of business etiquette in an entrepreneurial environment
- Prepared 20-40 forms for management daily and ensured accuracy

Dilworth Neighborhood Grille, Charlotte, NC - *Lead Hostess*

April 2019 - December 2020

- Streamlined risk management regulations during peak pandemic
- Implemented new trial technologies and boosted to-go sales by 30%
- Increased delivery profit margins by 15% through enhanced customer service
- Trained and managed team of 10+ by applying current team strategies
- Memorized product portfolio to provide cohesive customer experience

HONORS AND ROLES

Lambda Pi Eta, Theta Kappa Chapter - *Marketing & Social Media Chair*

March 2023 - December 2024

- Created content to connect alumni and gained 200 followers in two months
- Increased Instagram impressions by 25% using engaging graphics and copy
- Revamped organizational style guide and created consistency across channels

Aperto Animo Philosophy Journal - *Graphic Designer*

March 2023 - December 2023

- Created 300+ page journal template featuring seamless integration tools
- Revamped organizational logo and designed cohesive cover page and credits
- Published journal and received 3,000+ citations with a 13% visibility increase

Design • Digital Media • Canva • Web Development • Data Analysis • 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

UNC Simple Charity - *Director of Communications, Social Media Manager*

January 2023 - September 2023

- Increased social media following by 500+ from zero through organic search
- Created graphics to promote organizational events and gained 50 members
- Promoted biweekly membership meetings and boosted attendance by 80%

UNC Wesley Campus Ministry - *Communications & Fundraising Team Lead*

August 2022 - October 2023

- Increased social media following by 200+ using reels to drive engagement
- Developed a functional app with easy-access user interface and custom code
- Spearheaded efforts to establish a recognizable brand identity and style guide
- Organized and planned 5+ events each semester and gained 40 members
- Produced engaging weekly email communications and boosted clicks by 75%

Kappa Kappa Gamma, Epsilon Gamma Chapter - *Events & Communications Manager*

September 2021 - September 2022

- Managed \$5,000+ budget to plan engaging philanthropic events for 300+
- Exceeded participation goals by 75% and met crucial criteria for outreach
- Streamlined processes for 15+ large events with 50+ members in attendance