



CAMERON CRIFE



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WORK EXPERIENCE

EDUCATION

MASTER'S DEGREE

Sports Management

California State University, Long Beach - 2020

BACHELOR'S DEGREE

Kinesiology: Sports Leadership

California State University, Long Beach - 2018

CERTIFICATES

GRAPHIC DESIGN

Udemy - 2023

- Essentials Course

ADOBE ILLUSTRATOR

Udemy - 2020

- Essentials Course

- Advanced Course

PERSONAL SKILLS

Photography

Graphic Design

Problem Solving

Relationship Building

Creativity

Storytelling

Collaboration

Industry Knowledge

Research

COMPUTER SKILLS

Klaviyo

Gleam

WIX

Typeform

Amazon Vendor Central

Amazon Ads

Adobe Illustrator

Adobe Lightroom

Adobe Photoshop

Microsoft Office Suite

Salesforce

SAP

MARKETING MANAGER

Nitro Circus / Nitrocross / Street League Skateboarding | 08/2023 to 03/2024 | Costa Mesa, CA

- Orchestrated grassroots marketing initiatives for each event across USA and Canada, delivering a 15% increase in attendance
- Expanded and nurtured partnerships, cultivating stronger relations that contributed to overall business growth of 100+ partners per property
- Spearheaded daily website design resulting in 23% boost in site sessions
- Executed marketing administration and organizational opportunities, including the creation and tracking of budgets, and campaign calendar management
- Innovated fan experience and activations for each event, effectively boosting sponsorship sales by \$8k per installation or through effective marketing trade
- Oversaw the email marketing strategy databases, reaching and engaging a subscriber base of 550K+ individuals
- Collaborated with the design and content team to efficiently manage all aspects of asset creation, production, and storage, generating a 25% lift in engagement
- Formulated and executed social media promotional strategies, contributing to an increase of 10% in social media following
- Led comprehensive research marketing campaigns, utilizing market research, consumer insights, and industry analysis to drive the development of innovative marketing strategies

ECOMMERCE WHOLESALE SALES REP AND MARKETING LEAD

Quiksilver/ DC Shoes/ Element | 10/2021 to 08/2023 | Huntington Beach, CA

- Spearheaded Element's largest business, Amazon, which exceeded \$500k in sales
- Grew Element's business +88% year over year through sales and marketing strategies
- Facilitated Element's Amazon marketing with a ROAS of 7.5 and ACOS of 15.25%
- Curated brand pages and product marketing with assets and product details that increased traffic and revenue by +50%
- Aligned with go to market calendars to effectively launch new products, seasonal opportunities, and collaborations campaigns across multiple channels
- Executed 5000+ new item entries each season and aligned with keywords to maximize Amazon forecasting and customer search probability for all brands
- Streamlined weekly order fulfillment by \$1500+ with Born to Run Campaigns

REGIONAL SALES MANAGER - WESTERN USA

Bitchin' Sauce | 09/2020 to 10/2021 | Carlsbad, CA

- Managed the largest and most profitable territory of the US with \$12.6 million of the \$50 million business
- Nurtured over 150 accounts across multiple channels and increased 2021 quarter one sales by 37% from 2020 quarter one
- Worked cohesively with the Marketing department to increase sales through in-store displays and product tag callouts by 7%+
- Facilitated involvement in Olive Crest's Company's Giving Back Campaign with 5% of all sales in Smart and Final to be donated to the organization
- Elevated e-commerce sales presence through organizations such as goPuff, Sun Basket, and Amazon Fresh resulting in increased brand presence across entire US