



CAMILLE BURGOPYNE

SUMMARY

Results-driven marketing executive with over 20 years of experience in developing and executing strategic marketing initiatives. Proven track record of driving revenue growth and increasing market share through innovative marketing campaigns.

CONTACT ME

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EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION,
MARKETING

MINOR IN INTERIOR DESIGN

 Texas Christian University

EXPERIENCE

- Graphic Design and Printing
 - Print and Digital Ads
 - Large-scale Graphics
 - Brochures
 - Presentations
 - Packaging
- Project Management
- Media Planning and Buying
- UX Design
- Trade Show Logistics/Event Planning
- Website Design and Development
- Product Design
- Technical Writing
 - Press Releases
 - Editorials
 - Blogs
 - Specification Sheets
- Corporate Branding
- SEO / Digital Marketing
- Social Media Campaigns
- Email Campaigns

WORK EXPERIENCE

- 2022 - CURRENT **MARKETING CONSULTANT** **VARIOUS COMPANIES**
 - Utilized technical skills in WordPress to design and develop websites from scratch, ensuring a seamless and responsive user interface. (Evo America, East Texas Family Medicine (in process), and Lufkin Med Spa (in process)).
 - Managed end-to-end product launch, including crafting press releases, executing social media campaigns, creating specification sheets, and developing tutorials to drive awareness and engagement.
 - Developed and delivered 3D renderings to assist interior designers in enhancing customer visualization of final designs.
 - Created visually appealing event signage using Adobe Creative Suite, aligning with company branding to enhance brand recognition.
- 2007 - 2022 **VP OF MARKETING** **TURBOCHEF TECHNOLOGIES**
 - Led and supervised a team of marketing professionals, overseeing their day-to-day activities and ensuring successful execution of marketing campaigns.
 - Organize and oversee all trade show events, including booth design and layout, logistics, booth set-up, and marketing materials.
 - Collaborated with cross-functional teams to coordinate product design and development, marketing campaigns, and sales efforts.
 - Developed and delivered high-impact promotional materials, including presentations, brochures, and advertisements, in collaboration with the sales team.
- MARKETING MANAGER**
 - Managed all activities and budget for a third-party marketing firm.
 - Managed website redesign project, resulting in an increase in website traffic and a decrease in bounce rate.
 - Directed the concept to completion process for a quarterly digital newsletter that engaged subscribers with industry insights.
- 2006 - 2007 **MARKETING PROGRAM MANAGER** **EFG COMPANIES**
 - Created and executed data-driven marketing campaigns that resulted in a 20% increase in revenue.
 - Utilized advanced graphic design skills to create visually appealing direct mail pieces that aligned with brand guidelines and effectively communicated key messages.
 - Developed and crafted compelling text for press releases and brochures, resulting in an increase in media coverage.
 - Coordinated and manage all aspects of trade shows and corporate events.

WORK EXPERIENCE CONTINUED

2004 - 2006 2001 - 2003	MARKETING MANAGER	NETBREEZE, INC (MARKETING FIRM)
	<ul style="list-style-type: none">Directed marketing activities and implemented strategic training programs to enhance team performance.Conducted market research to identify target audience and competitor analysis, leading to the creation of targeted marketing campaigns.Developed and executed content strategy for case studies, press releases, and newsletters.Created and executed design concepts for collateral, newsletters, advertisements.Coordinated and successfully managed 10 trade shows and corporate events.	
MA Y - OCT 2003	ASSISTANT FIELD TOUR MANAGER (SEASONAL POSITION)	PIERCE PROMOTIONS AND EVENT MANAGEMENT
	<ul style="list-style-type: none">Promote the Gillette Venus Razor at events.Educated consumers on product functionality.Successfully targeted and engaged the desired demographic (12-24 years) at nationwide events.Trained and supervised a team of in-market staff.Coordinated setup, execution, and tear down for events, ensuring seamless operations throughout.	
1997 - 2001	DALLAS COWBOYS CHEERLEADER	DALLAS COWBOYS FOOTBALL CLUB
	<ul style="list-style-type: none">Acquired leadership skills reporting to director, vice president, and franchise owner.Broadened communication skills through involvement with international media.Gained an appreciation for team work and group dynamics.Learned the rigors of competitiveness, cooperation, dedication, and cross-training.Visited orphanages, nursing homes, hospitals, and military installations every major holiday.Honored with Bob Hope Spirit of the USO Award for tours to Bosnia, Kuwait, Bahrain, Japan, England, Mexico, Canada, Panama, Croatia, Macedonia, Hungary, Germany and Korea.Perfect attendance and never tardy throughout 1095 day tenure.Represented companies and promoted products at trade shows.	

PROGRAMS

Adobe InDesign



Adobe Photoshop



Adobe Illustrator



Adobe XD



Adobe Premiere



WordPress



Elementor Pro



Microsoft Word, PowerPoint, Excel, Teams



HubSpot



Synthesia



REFERENCES

AVAILABLE UPON REQUEST