

KIM CAMERON

MARKETING STRATEGIST

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SUMMARY

Marketing Strategist with 6+ years of experience driving acquisition, engagement, and retention through cross-channel campaigns, partner marketing, and data-driven optimization. Proven ability to own campaign strategy and execution across email, web, events, and direct mail, working closely with external partners and internal stakeholders to deliver clear, compelling content. Experienced in HubSpot, WordPress, and performance reporting in B2B and B2B2C environments.

CORE SKILLS & EXPERTISE

Content, SEO & Website Strategy

- Content planning & editorial strategy
- SEO audits, keyword research & on-page optimization
- Blog, resource & conversion-focused content writing
- WordPress website management & UX optimization
- Landing pages, site performance & analytics

Campaign, Event & Lifecycle Marketing

- Email marketing & lifecycle campaigns
- Conference, webinar & event marketing
- Registration workflows & attendee communications
- Direct mail campaigns & campaign segmentation
- HubSpot CRM & marketing automation

Brand, Creative & Cross-Functional Collaboration

- Brand consistency & messaging
- Sales collateral, event & digital assets
- Social media content & management
- Vendor coordination & outsourced creative teams
- Cross-functional & partner collaboration

Tools & Platforms

- HubSpot
- Canva
- Semrush
- Adobe Photoshop
- WordPress
- ChatGPT
- Jasper AI
- Airtable

PROFESSIONAL EXPERIENCE

Marketing Manager- Permitium – Remote

July 2025 – Present

Supported cross-channel campaign execution, content development, events, and customer initiatives while helping establish scalable marketing processes.

- Lead multi-channel campaigns across email, web, events, and direct mail
- Manage campaign strategy, calendars, messaging, and execution
- Develop campaign content including email copy, landing pages, and web content
- Own WordPress website management, UX improvements, and landing page optimization
- Implement SEO initiatives increasing website visibility by 34%
- Lead webinar and conference marketing, including registration workflows and follow-up
- Analyze campaign performance to optimize engagement and conversions
- Collaborate cross-functionally to align messaging and retention efforts

Marketing Specialist- Permitium – Remote

June 2022-July 2025

Supported campaign execution, content development, and event marketing initiatives.

- Executed email, direct mail, and digital campaigns with a focus on engagement
- Built and optimized landing pages to improve conversion rates
- Conducted SEO audits and implemented on-page improvements
- Developed blog and newsletter program and created content
- Supported webinar and event marketing execution and logistics
- Created and coordinated digital and print campaign assets
- Managed social media channels and vendor coordination

Marketing Assistant- Permutium – Remote

July 2021-June 2022

Provided hands-on support for email, event, and direct mail campaigns.

- Built and maintained targeted contact lists
- Executed email campaigns including copy and deployment
- Maintained HubSpot CRM and campaign readiness
- Supported conference logistics and asset preparation
- Assisted with direct mail and email execution

Web Design & Digital Marketing Consultant - Freelance

November 2019-July 2021

- Designed and launched custom WordPress websites using Elementor Pro, providing hosting and ongoing maintenance
- Managed social media accounts across Twitter, Facebook, and Instagram
- Created brand identities including logos, color palettes, typography, and brand voice
- Edited and managed podcasts from production through publishing
- Handled client acquisition, proposals, invoicing, and payments

EDUCATION

Bachelor of Arts in Communications

December 2019

University of Louisville, Louisville, KY

- Relevant coursework in Editing, Web Design, and Social Media

CERTIFICATIONS

HubSpot Academy

Inbound Marketing
August 2023

SemRush Academy

SEO Crash Course
April 2024

CXL Academy

ABM- get ROI in 6 Weeks
July 2025

CXL Academy

B2B Demand Generation
July 2025

LinkedIn Learning Course

March 2019-present

- HTML Essential Training
 - CSS Essential Training
 - Writing Ad Copy
 - User Experience for Web Design
- (see full list on LinkedIn profile)

Challenger Program

Marketing Foundations
December 2022