
Cameron Marie Needham

Motivated marketing, IT, and operations professional with technical, creative, analytical, and leadership skill sets. I am a hardworking, self-starter, who is reliable, a creative thinker, a problem solver, detail-oriented, fun, energetic, always eager to learn new things, and have a solutions-driven mindset. I enjoy wearing multiple hats and taking on challenges.

Project Management	Digital Marketing	Business/Systems Analysis
Email Marketing	Marketing Automation	Graphic/Layout Design
CRM/Database Administration	CMS/Web Design/Development	Social Media Marketing
QA/UAT & A/B Testing	SQL	User Experience (UX) Design
Content Management	Campaign Strategy	Process Improvement Implementations
Technical Writing	User Interface (UI) Design	E-commerce Administration
SEO & SEM	Analytics	Project Plans and Scope

WORK HISTORY

Founder/CEO – Needham Solutions LLC (Remote) Phoenix, AZ 03/2019 - Present

- Full service marketing, design, technology, and operations firm
- Services include, but not limited to email marketing, marketing automation, system integration/implementation, graphic design, web design, copy writing/content development, promotional products, print services, brand management, social media management, and CRM/Database administration.
- From strategy to implementation to on-going support and continuously improving your marketing efforts; we are here to help you accomplish more.

Freelance Marketer/Project Manager – Freelance (Remote) Phoenix, AZ 06/2018 – 03/2019

- Manage various projects for technical and marketing tasks
- Help small businesses with various marketing needs: social media content, email marketing (build and automation), website updates, e-commerce administration, system consulting and implementation.
- Analyze business needs and concerns to recommend best possible solutions to meet the current need as well as future wants.

CRM Manager – Arizona Cardinals Football Club Tempe, AZ 12/2017 – 06/2018

- Administrator for the MS Dynamics CRM and KORE ProSports CRM Plug-In.
- Analyze existing sales and marketing platforms for improvement opportunities.
- Implement new sales and marketing automation system to streamline processes and procedures.
- Create requirements documentation to improve and customize the CRM system.
- Work with IT on a variety of vendor needs to integrate the various systems.
- Manage projects and tasks.
- Liaison between internal departments and the KORE ProSports software company.
- Query the SQL database to validate customer data as well as create reports.

Business/Marketing Consultant (Remote) – Credit Rent Boost Phoenix, AZ 10/2016 – 12/2017

- Perform business analysis to gather requirements and system specifications for marketing and business strategy.
- Responsible for creative design for prominent website with e-commerce integration as well as a social media strategy.
- Research a variety of tools and platforms for process and marketing automation usage.
- Design and template email campaigns and report on statuses (open rate, click-through rate, etc.).
- Report on analytics for process improvement and user experience (UX) testing of site and systems.
- Improve page content, keyword relevancy, and branding to achieve search engine optimization (SEO) goals.
- Increase customer engagement through social media and web content with consistent tone.

- Manage and administer content, creative assets, and marketing calendar to post updated content to coincide with new product and service releases.
- Create effective messaging using language, graphics, and marketing collateral.
- Develop and implemented campaigns for email, online advertising, and search engines.
- Wrote professional business correspondence and produced reports detailing updates.
- Support Owner with daily operational functions.

Marketing Project Manager – Quantum Wellness Botanical Institute Scottsdale, AZ 11/2016 – 08/2017

- Design and configured new company e-commerce site and customized layout and product page content using HTML and CSS as well as implemented user experience (UX) best practices.
- Develop and implement campaigns for email, online advertising, search engines blog, and direct mail.
- Utilize project management tools to manage a variety of marketing projects, timelines, plans, statuses, and lead team resources.
- Directed and coordinated marketing activities and policies to promote products and services.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Give creative direction for new product landing pages, blog posts, and lead magnets.
- Perform A/B and multi-variation testing on campaigns to improve campaign statistics.
- Increase customer engagement through social media and created content with consistent look and tone.
- Improve page content, keyword relevancy, and branding to achieve search engine optimization (SEO) goals.
- Devise email strategies, including segmenting, email autoresponders, and drip campaigns.
- Contribute ideas to improve development, strategic planning, and business operations.

Marketing Specialist/Project Manager – Home Brands Group/Re-Bath Tempe, AZ 01/2016 – 10/2016

- Manage and develop the creation and design of the new responsive corporate site and 90 franchisee websites.
- Manage and delegate creative requests from 130 franchises as well as internal departments.
- Create user guides and training videos for new CMS platform as well as the Sales and Marketing Resource e-commerce portal.
- Lead design and development of marketing materials and sales resource tools for the e-commerce portal project and franchisee website platform.
- Create and monitor email marketing campaigns and analytics.
- Development and administration of marketing, inventory, project/task management, and other database applications using QuickBase.
- Manage brand standards for all marketing collateral and oversee consistent application.
- Write engaging and successful marketing, advertising and website copy.
- Communicate marketing teams' plans and accomplishments to verify alignment with senior management objectives.
- Coordinate trade shows, media buying and planning, sales promotions and direct mail campaigns.
- Manage project deadlines, monitored milestones through to completion stage.
- Liaison for the service provider program between Re-Bath and Home Depot.

Marketing Coordinator/Project Manager – Hunter Contracting Co. Gilbert, AZ 11/2014 – 01/2016

- Develop and implement campaigns for email, online advertising, search engines, and direct mail.
- Manage, design, and develop new company website utilizing CMS, HTML, and CSS.
- Development and administration of marketing, proposal, and building information modeling (BIM) databases.
- Review and analyze blueprints for designing graphics using Sketchup and LumentRT for proposals, social media, email newsletters, lead magnets, project documentation, and spec sheets.
- Write copy that maintains compliance with corporate and legal guidelines.
- Manage, create, and organize content and creative assets for various marketing channels.
- Plan and coordinate events, including trade shows, annual charity golf tournament, and vendor fairs for clients and partners to attend.
- Develop and implement social media calendar to enhance the presence for Hunter Contracting on Facebook and LinkedIn.
- Proofread marketing documentation and proposals to check for spelling, grammar and inaccurate facts.
- Convey noteworthy information about project successes and product updates to stakeholders and upper management.
- Draft engaging, accurate and effective press releases.
- Monitor creative and promotional product requests from internal teams for various events and business development efforts.
- Cultivate and manage relationships with key clients, vendors and community partners.

Technical Analyst (*Remote*) – Anderson Direct & Digit Poway, CA 06/2013 – 11/2014

- Freelance/independent contractor for Anderson from May 2014 until November 2014
- Analyze web-based projects for user experiences based on various target audiences and segment requirements from clients.
- Create requirements documentation and application user manuals.
- Utilize project management tools to update the team on project statuses, plans, and timelines.
- Participate in project reviews: gather stakeholder requirements and assign tasks for project completion.
- Create reports and query database using SQL for data-driven testing.
- Perform system analysis, testing, implementation checks, and user support for platform transitions.
- Support system developers by creating system models, diagrams, and chart.
- Gather requirements and perform gap analysis through design workshops with users.
- Write protocols, qualification documents, test plans and test reports for quality assurance purposes.
- Continually improve methods and standard operating procedures for processes, success measurements, document and workflow techniques.
- Collaborate successfully with cross-functional development teams to design and develop new features or fix existing issues.

Senior IT Analyst – UnitedHealth Group San Diego, CA 08/2011 – 11/2012

- Create requirements documentation for new features to improve functionality based on current business operations and analysis of future business needs in EHR systems.
- Provide continued maintenance and development of bug fixes and patch sets for existing application and upgrades.

- Provide documentation on start-up, shut down and first level troubleshooting of processes to help client's staff.
- Collaborate with clients from concept through final delivery of product or service.
- Develop user and data flow charts and diagrams to include in project presentations and requirements documents.
- Design strategic plan for component development practices to support future projects.
- Propose technical solutions for new functional designs and suggest options for performance improvements.
- Direct offsite training for business users to maximize productivity.
- Document business processes and analyze procedures to make sure they will meet changing business needs and align with future requirements.
- Research and resolve issues regarding the integrity of data flow into databases.
- Manage testing cycles, including test plan creation, development of test cases and coordination of quality assurance (QA) and user acceptance testing (UAT).
- Create project and progress database to enter and track test cases and bugs/defects.
- Assign tasks to associates, staff projects, track progress and updated managers, partners and clients as needed.

Owner/Marketing Consultant (Remote) – Meeker Ink

Mesa, AZ

01/2006 – 04/2014

- Create client websites and web/database applications.
- Help clients plan their marketing campaign strategies and content calendars.
- Consult clients on a variety of CRM and marketing platforms based on their business needs.
- Manage, create, and organize content and creative assets for all marketing channels.
- Utilize project management tools to update clients on project statuses, plans, and timelines.
- Audio and video editing for communications and presentations for clients.
- Perform initial client assessment and analysis to begin research process.
- Coordinate and participate in promotional activities and trade shows.
- Plan and launch innovative, creative and effective communications campaigns.
- Build and maintain professional relationships to develop new business opportunities.
- Create effective messaging using consistent tone, graphics, and marketing collateral.
- Create high-quality marketing strategy documentation, including product marketing briefs, FAQs and project requirements documents.

Lead Business/QA Analyst – Go Daddy, Inc.

Tempe, AZ

09/2008 – 08/2011

- Manage and administered team collaboration tools to organize project plans and track progress.
- Create use cases and user stories to define the needs and best solution(s) for the customer/end user.
- Verify completion of product updates and new feature launches by creating and implementing several system analysis checklists and worksheets for sign-off.
- Identify process inefficiencies through gap analysis.
- Manage testing cycles, including test plan creation, development of scripts, and testing progress reporting.
- Assign tasks to associates, staffed projects, track progress and update managers, partners, and clients as necessary.

- Document business processes and analyzed procedures to make sure they will meet changing business needs.
- Member of Product Sponsorship Team - perform competitor research and business analysis exercises, brainstorm ideas and determine target audience as well as possible collateral and requirements documentation for new products and projects.
- Member of the Communications Group - create the monthly internal email newsletters.

EDUCATION

On-going professional development - Udemy.com

- On-going professional development in Business, Marketing, Information Technology, Operations, Project Management, and Graphic Design
- 2018 Coursework completed in Digital Marketing, Dynamics CRM, and Business Requirements
- 2017 Coursework completed in Email Marketing, Social Media Marketing, and Project Management
- 2016 Coursework completed in Interior Design, Web Design, Databases, and Graphic Design

Certificate of Completion – San Diego State University (Online)

- Database Development 11/2011 – 01/2012
 - Intermediate SQL 01/2012 – 02/2012
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SOFTWARE/TECHNOLOGY KNOWLEDGE

WordPress	HubSpot	SalesForce
MS Dynamics CRM	Marketo	3DCart
Zapier	Eloqua	ExactTarget (SF)
MailChimp	Constant Contact	1ShoppingCart
Volusion	Google Analytics	Google Adwords
Microsoft Office Suite	Adobe InDesign	Adobe Photoshop
Adobe Illustrator	Adobe Captivate	Adobe Acrobat Pro
Hootsuite	Facebook Ads Manager	Klipfolio
QuickBase	1AutomationWiz	SQL Server Management Studio
FormStack	JotForms	Trello
JIRA	AceProject	BaseCamp
ActiveCollab	Slack	Joomla
DotNetNuke (DNN)	Drupal	DIVI Builder
Yoast SEO	GetResponse	Wistia
LeadPages	HotJar	Zendesk
Canva	Optimizely	Google Docs & Sheets
Infusionsoft	Asana	Podio
Zoom	GoToMeeting	Shopify
Adobe Campaign	WooCommerce	DocuSign
SmartSheet	WebMerge	Adobe After Effects
Adobe Premier Pro	Adobe XD	Adobe InCopy
Wix	Zoho CRM/Marketing	Marketing 360
HTML	CSS	XML