

CAMILLE COBBS



CONTACT

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🏠 Washington DC

EDUCATION

BACHELOR OF ARTS: ENGLISH & CREATIVE WRITING

2015

San Francisco State University

SKILLS

Technical: Google Analytics 4; MailChimp; Squarespace eCommerce; Wix; Salesforce/ CRM platforms; Sprout Social; Facebook, Twitter, & LinkedIn Ads; SEO; SEMrush; SpyFu; WordPress; HubSpot; Adobe Suite; DonorPerfect; Chat GPT; Jasper AI; Basic HTML

Leadership: People care and management; Teambuilding; Hiring and onboarding; Constructive and productive feedback training; Extensive DEI training

SUMMARY AND OBJECTIVE

Camille is a passionate wordsmith and strategic thinker who has gained valuable experience building small businesses and startup companies over the past 11 years. As a future business owner herself, she wants to contribute her experience and expertise in copywriting, team management, content strategy, and brand development to a company that can provide her with fresh career challenges.

EXPERIENCE

FREELANCE CONTENT WRITER

Bamboo Crowd | December 2021 - January 2025

- Researcher and writer who created short- and long-form articles that increased B2B and B2C engagement and leads for an innovation recruitment company
- Content repurposing and distribution, turning interview scripts into blogs, video clips into charts, and technical jargon into engaging reads for maximum audience reach
- Used AI to effectively scale the production of content
- Bi-weekly newsletter content creator with 25% average open rate

SOCIAL MEDIA + WINE SPECIALIST

Barkada Wine Bar | February 2022 - December 2023

- Instagram content and ad strategy lead with 20% annual growth in relevant, engaged followers
- Monthly newsletter content creator with an average 49% open rate
- Part-time server and founder of monthly wine club tasting event series, increasing restaurant foot traffic by 50% on event nights thanks to effective event marketing

BLOG WRITER: JUL 2018 - NOV 2018

CONTENT MANAGER: NOV 2018 - DEC 2023

Portable Restroom Trailers | July 2018 - December 2023

- Managing copywriter contributing to the company blog, social media, ads, landing pages, and product descriptions for B2B and B2C audiences
- Discovery and implementation of brand voice, leading to a 15% rise in audience reach, engagement, and sales leads
- Social media manager generating content and ads that created hundreds of leads for the sales team each year, leading to at least \$38,000 in annual sales from Facebook alone
- Owner of content calendars, developing data-based roadmaps that contributed to all pages landing in the top 10 on major search engines



SOCIAL



<https://www.linkedin.com/in/camille-cobbs-b4994639/>



@wine_zen

EXPERIENCE

CAMPAIGNER: MAY 2020 - OCT 2020

LEAD CAMPAIGNER: OCT 2020 - OCT 2021

change.org | May 2020 - October 2021

- Lead copywriter who created content for a B2C audience that helped local citizens optimize their petitions for success and directly influenced audience engagement
- Extensive product research, insights, experimentation, analysis, and strategy development resulted in a 20% rise in campaign victories
- Additional copy created for landing pages, user outreach script used via email and text, and social media, all positively lifting audience engagement and success metrics

EVENTS AND OPERATIONS COORDINATOR: SEPT 2016 - FEB 2018

EVENTS AND MARKETING MANAGER: FEB 2018- FEB 2020

Downtown Sacramento Partnership - Historic District |

September 2016 - February 2020

- Social media manager who increased audience engagement and impressions by at least 50% annually
- Outreach, communications, and management of influencers, partners, sponsors, and media contacts for several campaigns and events
- Lead event coordinator and team manager who conceptualized, planned, fundraised, and managed major events (check out my website for photos!) leading to an annual increase in foot traffic for local businesses
- Lead copywriter, creating blogs, press releases, landing pages, grant applications, website edits, and ads for print and digital that positively affected business revenue and audience engagement

EDITORIAL AND MARKETING ASSOCIATE

Grabr | August 2015 - June 2016

- Blog manager who created and managed editorial calendar, freelance writers, and roadmaps for digital distribution
- Lead copywriter creating several business assets, including founder's LinkedIn profile, landing pages, ad banners, blog writing, shopping guides, product descriptions, social media writing, and email content for a B2C audience
- Extensive analytics, reporting, travel market research, and experimentation as this new company launched to market

MARKETING ASSOCIATE

myWebRoom | September 2014 - August 2015

- Copywriter creating website content, social media posts, blog posts, email newsletters, and research reports for a B2C audience
- Assisted with product design and influencer marketing management