

Camille Swan

Product Marketing | Creative Strategy | Business Analytics

Goal-oriented, big picture marketer with a passion for enhancing products and experiences. Leveraging 10+ years of marketing, leadership development, influencer, and consulting experience. Skills include strategy, market research, digital marketing, cross-functional collaboration, and communication.

PROFESSIONAL EXPERIENCE

Digital Media Marketer for University Venture Fund

Sorenson Impact Center | Salt Lake City, UT | February 2021 – July 2021

Curated and produced digital content to highlight impact investing funds

- Interviewed stakeholders and formulated marketing strategy, increased content flow and engagement.
- Oversaw projects utilizing cross-collaborative teams, acted as bridge of communication between departments.

Content Creator and Sponsored SUP Athlete/Influencer

Hala Gear | Steamboat Springs, CO | May 2015 – June 2020

Represented & marketed high-performance paddleboard manufacturer at events & online platforms—rated as platinum-level influencer among team

- Created and managed digital platforms including Instagram, Facebook, and blog with a focus on visual content for social media marketing campaigns, among top 5 influencers in the river paddleboard niche market.
- Oversaw 20-day expedition and market research tour to South America to assess market potential for emerging business opportunities.
- Built relationships and rapport with grassroots athletes and retailers, resulting in increased brand recognition and conversions.

Project Manager for Outdoor Recreation Businesses

Independent Contractor | UT and CO | May 2013 – August 2020

Consulted with outfitters & summer camps to implement paddle programs

- Increased brand awareness and customer loyalty 150% for paddleboard shop client by conducting market research, identifying underserved market, and recommending retail strategies.
- Led team-building exercises and training programs for client companies, empowering over 100 employees to achieve excellence.
- Instructed cross-functional camp leadership teams to assess client needs, provide effective instruction, and mitigate risk.

Troupe Leader and Performing Artist

Independent Contractor | UT and FL | January 2010 – May 2018

Enhanced consumer event experience with choreographed equine shows

- Collaborated on videos and performances showcased on horseillustrated.com, South Point Casino, and a Subaru commercial.
- Trained team of athletes and horses and choreographed performances.

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EDUCATION

MBA – Emphasis in Marketing

Grad. Certificate Business Analytics

University of Utah | Exp May 2022

BS – Exercise Science & Outdoor Recreation Management

Utah Valley University | Aug. 2014

SKILLS

Product Marketing

Process Management | Market Segmentation | Roadmaps | Cross-Functional Excellence | Positioning Competitive Intelligence | Vision Leadership | Strategy

Data Analysis

Excel | R Studio | SQL | Qualtrics Data Visualization | Google Analytics Market Research | Data Visualization Cross-Audience Communication

Media/Entertainment Production

Photoshop | Premiere Pro | Canva Lightroom | Illustrator | Hootsuite Wordpress | Blogs | Facebook Instagram | TikTok | E-commerce Athlete & Influencer Relations Community Engagement

HIGHLIGHTS

2x SUP Woman of the Year Nominee

SUP Connect Magazine

Co-Founder & President

Marketing and Data Analytics Club

Keynote Speaker Coach

MBA Summit Speaker Series

Competitor

Hack-A-House Case Competition
Venture Capital Case Competition

Co-Founder

Colorado SUP Club 501(c)3

16 First-Place Titles

Whitewater Paddleboarding (SUP)