

# Camille Swan

Digital Marketing | Creative Strategy | Brand Development

Marketing & creative professional with a passion for getting people outdoors and exercising. Leveraging 10+ years of athletic, marketing, leadership development, and consulting experience. Skills include digital marketing, website and blog development, retail, pricing, and event planning.

## PROFESSIONAL EXPERIENCE

### Content Creator and Sponsored SUP Athlete

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 personal 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.

### Stand Up Paddleboard Business Consultant

Independent Contractor | UT and CO | May 2013 – Aug. 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.

### Stand Up Paddleboard Instructor

Rocky Mountain Paddleboard | Longmont, CO | May 2016 – Sept. 2017

Facilitated on-water instruction for 40+ kids in day camp and adult lessons

- Developed a curriculum guiding students to efficiently perform most ACA Level 2 paddle strokes within two hours of instruction.

### Troupe Leader and Performing Artist

Independent Contractor | UT and FL | Jan. 2010 – May 2018

Entertained audiences by performing choreographed equine stunts

- Collaborated on videos and performances showcased on horseillustrated.com, South Point Casino, and a Subaru commercial.
- Created sustainable hour-long performance and trained team of athletes and horses in order to fulfill largest contract consisting of 27 shows in one month.

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## EDUCATION

### MBA – Emphasis in Marketing

University of Utah | Exp May 2022

### BS – Exercise Science & Outdoor Recreation Management

Utah Valley University | Aug. 2014

## SKILLS

Digital Marketing

Website & Blog Development

Social Media Marketing

Consumer Branding

Team Leadership & Coach

Certified Personal Trainer

## TECHNICAL SKILLS

Wordpress | Mailchimp | Adobe Creative Suite

## HIGHLIGHTS

16 first-place titles in competitive whitewater paddleboarding

SUP Woman of the Year nominee in 2018 and 2019

Co-Founded the Colorado SUP Club 501(c)3

Grassroots Leader of Outdoor Women's Alliance 501(c)3

Performing artist specializing in acrobatics on horseback