LEWIS CAMPBELL

+14085966587 | lwc@lewiswcampbell.com | https://github.com/lewiswcampbell | linkedin.com/in/lewiswcampbell

SUMMARY

Holding a Bachelor of Science in Business Administration from Chapman University, I've honed my skills in digital marketing strategies, consumer behavior, data analytics, and data science. My experience as a Blockchain Consultant allowed me to develop innovative web3 product offerings, while helping grow my project and team management skills. As the Founder of Balnced Clothing, I've successfully grown our digital presence, driving engagement and overseeing the production and sale of over 3,000 orders. I am proficient in a variety of tools including data tools such as Power BI, Tableau, SQL, Python, HTML/CSS and Salesforce CRM, as well as a variety of Python Libraries including Pandas, Numpy, SciPy and Matplotlib.

EDUCATION

Chapman University   **August 2021 - August 2023**
Bachelor of Science, Business Administration

West Valley College   **August 2018 - August 2021**
Associate of Arts, Business administration
Associate of Arts, Economics
Associate of Arts, Science and Math

CERTIFICATIONS

Certified in Python 3 by Codcademy
Certified in Data and Programming Foundations for Machine Learning and AI Engineering by Codecademy

EXPERIENCE

MoreYellow Talent Agency   **San Clemente, CA, USA**
Talent Manager   *2024 -Present*
- Prospect, Negotiate, and fulfill brand deals and campaigns between digital talent and brand marketing teams
- Developed influencer partnerships and secured brand deal in order to maximize engagement and revenue.

Chapman University   **Orange, CA, USA**
Alumni Engagement Associate   *2022 -2023*
- Designed marketing content using Adobe Creative Suite to support marketing campaigns.
- Analyzed client trends using Salesforce Affinaquest CRM to derive insights for marketing strategies.
- Organized and participated in events to foster stronger student-alumni relationships, showcasing entrepreneurial spirit.
- Proficient in MS Excel and Outlook for data analysis and communication.

Balnced Clothing   **Los Gatos, CA, USA**
Owner   *2017 - 2024*
- Grew digital footprint for Balanced Clothing by leveraging social media platforms to increase follower count and engagement in niche markets through content marketing.
- Managed marketing campaigns and content development for Balanced Clothing resulting in over 3,000 orders and generating over $20,000 in revenue
- Utilized Excel for data analysis and reporting to drive strategic decisions for brand growth
- Ensured effective communication and coordination by managing operations of Balanced Clothing
- Utilized Outlook for efficient communication and coordination with stakeholders

MoreYellow Talent Agency   **San Clemente, CA, USA**
Project Manager: NFT's   *2022 - 2023*
- Developed a new web3 product offering for digital creators, fostering entrepreneurial spirit within the team
- Built relationships between developers, digital artists, and content creators to launch a successful digital experience
- Collaborated with team members to execute marketing campaigns for the new product
- Utilized Excel for data analysis and Outlook for communication and coordination

MoreYellow Talent Agency   **San Clemente, CA, USA**
Client Relations Associate   *2021 - 2022*
- Outreached to over 100 prospective clients weekly to expand talent roster to over 200 Internet Creators sharpening my customer relationship and communication skills
- Connected creators with brands to develop and execute marketing campaigns

LiveTime Media   **San Francisco, CA, USA**
Digital Marketing Intern   *2021 - 2021*
- Enhanced content management efficiency by categorizing and tagging over 100 pieces of content using SQL
- Utilized Excel for data analysis and Outlook for communication within the Digital Marketing team

SKILLS

Business Analytics, Data Analytics, Data Science, Python, SQL, Excel, Tableau, Power BI, HTML5, CSS3, SEO, Adobe Creative Suite, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, BigQuery, Business Strategy, Branding/Brand Strategy, Canva, Artificial Intelligence, Machine Learning, Slack, Wordpress, Strategic Marketing, Product Marketing, Product Development, Pandas, Numpy, Matplotlib, Seaborn, Scikit-learn, Jupyter Notebooks.