

# CAMILE TURNER

DIGITAL MARKETING & COMMUNICATIONS PROFESSIONAL

## EXECUTIVE PROFILE

Cross-functional, experienced marketing and communications professional with an impactful track-record in demonstrating strategic and solution-oriented practices. Adept at creating and implementing digital experiences, aimed to meet business objectives with an emphasis on accuracy.

## EDUCATION

**Master of Business Administration**  
Midway University | May 2017

**Bachelor of Business Administration**  
Marketing Concentration  
Tennessee State Univ. | Aug 2011

## KEY COMPETENCIES

- Digital Product Management
- Strategic Marketing & Communications Planning
- Project Management
- Content Management

## TECHNICAL SKILLS

Google Analytics	<div style="width: 100%;"></div>	Asana (PMS)	<div style="width: 100%;"></div>
Adobe Photoshop	<div style="width: 100%;"></div>	CSS	<div style="width: 100%;"></div>
Adobe InDesign	<div style="width: 100%;"></div>	HTML	<div style="width: 100%;"></div>
Salesforce (MC)	<div style="width: 100%;"></div>	Wordpress (CMS)	<div style="width: 100%;"></div>

## PROFESSIONAL EXPERIENCE

### Senior Digital Marketing Specialist

Valvoline Global | Feb 2024 - Current  
*Demand/Lead Generation Marketing & Communications*

- **Technology Utilization** | Focused efforts in technology utilization by aiding in the success of Valvoline Global Operations B2B lead and demand generation marketing efforts. Through a marketing technology stack including the Salesforce product landscape (Marketing Cloud, Sales Cloud, Data Cloud, Ad Studio, Einstein and CRM) to optimize revenue growth and deliver optimal customer experience across multiple Core N.A. segments.
- **Strategy Ideation** | Establish the strategy, tactics, and tools to deliver the maximum value to internal, cross functional stakeholders, associates, and customers while supporting the business more consistently to communicate with Valvoline customers and partners, grow new business, and increase share of market with existing customers.
- **Data Optimization** | Ongoing efforts assisting in the development and implementation of advance audience segmentation strategies in Salesforce Marketing Cloud for influencing data optimization. As well as ongoing management of data accuracy and processing to improve productivity and collective marketing efforts.
- **Brand Management** | For a positive impact on campaign optimization and strategy, responsibilities include development and maintenance of Salesforce Marketing Cloud email templates for brand consistency and brand equity. Implementation of independent campaign reporting structure and organization campaign impact on demand and lead generation efforts. As well as collaboration with external and internal creative agencies to improve conversion, engagement and retention rates for current and prospective customers.

### Director of Digital Service Delivery & Innovation

University of Kentucky, College of Social Work | Mar 2023 - Feb 2024  
*Dean's Administration*

- **Leadership** | Focus is set on communications implementation and deployment strategies that will foster long-term relationships throughout the CoSW enterprise, and external constituencies, including local and federal government, and community groups. Leading thought ideation in cross-functional projects and face-paced environments.
- **Digital Technology Implementation** | Coordination efforts with college and community impact leadership to build, implement and boost communication and marketing solutions across. Incorporation of marketing tools, assets, personnel and quality assurance best practices. Combined with the responsibility of leading a service team with heavy emphasis on being a technology thought leader to conceptualize a vision for the growth of the CoSW with effective and efficient implementation.

### Director of Digital Content & Public Relations

University of Kentucky, Gatton College of Business and Economics | Oct 2021 - Mar 2023  
*Marketing and Communications Department, Dean's Suite*

- **Marketing and Communications Strategy & Development** | Create, develop and manage compelling strategic marketing and communication practices that expand the college's reputation, market authority and influence of current and prospective students. Implemented marketing and advertising efforts that increased inbound MBA program applications by 86.9% YoY.
- **Multimedia Distribution** | Create and maintain editorial calendar in conjunction with the college's strategic initiatives. Contributing editor of the college alumni magazine, *Transform*. Creation and execution of college marketing materials including print and digital media and design, video content and email communications. Manage and distribute news releases and other PR collateral, monitoring coverage across media outlets, as well as internal and external newsletters.
- **Data Analysis** | Provide internal teams with web and digital insights, including media and content engagement, marketing campaign analytics and reporting to prove and inform stakeholders of the alignment with college wide strategic goals.
- **Campaign Management** | Manage relationships with advertising vendors for accurate reporting and campaign management. Create marketing assets, copywriting and landing page content for mobile and desktop distribution. Channels including SEM, display, social media, video pre-roll and third-party distribution and partnerships

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## PROFESSIONAL EXPERIENCE (CONTINUED)

### Director of Digital Marketing

BRAINBOX Immersive Marketing | Nov 2019 - Oct 2021

*Experiential and Digital Media Marketing Agency*

- **Leadership** | Managed digital marketing department of four. Provide coaching and management to ensure performance, development and retention.
- **Campaign Management** | Develop and implement brand and messaging strategy that focused on lead generation of a specific market and demographic set. Use of Google Analytics, Social Media Marketing and Advertising and copywriting focuses.
- **Reporting & Data Analysis** | Create and manage reporting and analytics dashboards based on KPIs aligned to business objectives. Use metrics to prioritize and make decisions to adjust digital strategies necessary to optimize UX, uncovering imagery and CTA positioning to impact the result of actions taken by said target market.

### Director of Marketing

Don Jacobs Automotive | Oct 2018 - Oct 2019

*BMW, Volkswagen & Honda Dealership*

- **Budget Management** | Successfully manage \$600K+ annual marketing and advertising budget achieving effective marketing for cost-effectiveness and ROMS.
- **Brand Management** | Manage brand portfolios to ensure brand strategy executed consistently to match OEM standards and compliance.
- **Strategy Execution** | Ensured proper execution of all marketing and advertising channels, including traditional and digital media platforms (TV, Display, PPC/SEM, OOH, Print, Video and Social Media), including media buys, content analysis and testing, owned media and 3rd party vendors for ROI measurement, customer purchase journey identification and actionable consumer insights.

### Digital Marketing Specialist

TOP Marketing Group | Jul 2017 - Sep 2018

*Multi-media Marketing Firm and Magazine Publisher*

- **Strategy Development** | Perform market research to understand the clients target market. Implement strategies based on budget, conversion goal. (Channel experience: SEO, SEM/PPC, Display, Social Media Advertising, Video Advertising and Digital Radio.)
- **Sales** | Contracted Sales: \$136,512 (Mo. Avg.: \$11,376) 46% of total digital revenue. Daily prospecting. Development of marketing strategies and educational awareness of online presence and tools available.
- **Graphic & Web Design** | Designed print, digital and video media, including social media and display advertising imagery with Adobe Photoshop, Illustrator and Premier. Website design and development, customized for traffic generation, leads and sales.

### Account Executive - Digital Advertising

WKYT-TV | Aug 2015 - Nov 2015

*CBS affiliated television station*

- **Sales** | Stand-alone digital marketing and advertising campaigns to non-existing clients. Required relationship building with local, small to medium businesses. Presented options specific to client business goals, directly relating to a 7% increase in sales revenue.
- **Business Development** | Gained three new business clients for digital advertising and marketing solutions to aid in client's increase of revenue, brand awareness and customer lead generation. Cold called local businesses within viewing area. 40-60 calls made per day.

### Asst. Marketing & Promotions Coordinator

Tennessee State Univ. Athletics | Jul 2011 - May 2012

*NCAA Div I Athletics member of the Ohio Valley Conference*

- Expanded sponsorship relations improving local support and recognition by utilizing multi-media advertisement, promotions and sales. Developed a marketing plan to increase student and faculty involvement at university athletic events, game-day operations and promotions. Managed Undergraduate Intern team of 12 Students.

## ADDITIONAL EXPERIENCE

- **HERTZ** - KY | Branch Manager Trainee 1/2016 - 8/2016
- **Rhino Energy, LLC** - KY | Accounting Clerk 3/2014 - 7/2015
- **DELL, Inc.** - TX | Intern (HCLS) - Social Media Marketing 5/2010 - 8/2010

## CERTIFICATIONS

- **Advanced Google Analytics Certification**
- **Salesforce Marketing Cloud Administrator Certification (Udemy)**

## PROFESSIONAL INVOLVEMENT

- **Higher Education Web Professionals, Committee Chair** - June 2023 - February 2024

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[turner.camile@gmail.com](mailto:turner.camile@gmail.com)



(859) 213-2267



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