



CAMEO STEWART

DESIGNER · MARKETING MAVEN · CREATIVE

CAREER FOCUS

Creative design professional; passionate about marketing communications - whether it's taking creative ideas and transforming them into action-inspiring messages, creating brand touch points that enrich consumer experiences, or strategizing to develop key marketable moments to build brand awareness. Currently seeking a position in marketing that provides the opportunity to make an impact through creativity, collaboration and innovation.

STRENGTHS

Articulate and persuasive with well-developed business acumen. Creative and team-oriented, with proven ability to think strategically, overcome obstacles, and initiate action to meet deadlines. Recognized as a visionary leader who inspires others to achieve extraordinary results. Adaptable, resourceful, goal-oriented and results-driven with an entrepreneurial spirit.

RELATED MARKETING EXPERIENCE

Owner & Design Maven

Cameo Creative, LLC | 2011 - Present

Provide professional marketing, graphic design and interior design services for individuals, small businesses and non-profits. Execute elements of design and marketing that include, but are not limited to: writing, editing, design and print production of collateral materials, identity and branding, print advertising, online advertising and email marketing, content creation and social media management, along with event marketing and event project management. Interior design services including space planning and layouts, renderings and graphic staging, furnishing and styling, décor selection, decorating and installation, etc.

Marketing clients include Cincinnati USA Convention & Visitors Bureau, VIBE Cincinnati, and the National African-American Male Wellness Initiative.

Senior Marketing Specialist

First Merchants Corporation | 2013 - 2015

Created and developed design and copywriting for advertising, direct mail, marketing campaigns and all communication that supported the brand and strategic plan. Coordinated and planned all trade show and local special events. Assisted the Marketing Director in providing direction and support to Relationship Managers in promoting value added services to customers.

Served as marketing advisor on various marketing team projects, while also coordinating with internal and external partners. Maintained client database within CRM software and utilized Mailchimp and Velocity software to execute all direct and email marketing campaigns.

Created executive summaries and delivered executive presentations to the the Board of Directors. Ensured that all marketing communications and plan objectives were an effective expenditure of resources. Managed the content marketing calendar and ensured aligned strategic messaging. Collaborated with Marketing Director on projecting and maintaining department budget.

Supported company media plan through pitching stories, writing press releases and managing press contacts. Maintained branding and corporate identity standards and met compliance guidelines.

For full curriculum vitae (CV), visit: www.linkedin.com/in/cameostewart

CONTACT INFORMATION

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SKILLS SUMMARY

- Design Sales & Customer Service
- Retail Visual Merchandising
- Space Planning & Design
- Project & Content Management
- Visual Communication Design
- Event Planning & Development
- Relationship Management
- Needs Analysis & Lead Generation
- Marketing & Branding
- Social Media & Email Marketing
- Leadership & Team Development
- Cross-Cultural Communication

PROFESSIONAL AFFILIATION

American Society of Interior Designers (ASID)
Ohio North Chapter • Associate Member

EDUCATION & SOFTWARE

Miami University
Oxford, OH | 2003 - 2007

BA in Anthropology • Minor in HR Management
and Organizational Behavior & Leadership

Software

Microsoft Office (Word, PowerPoint, Outlook, Excel)
and Adobe Creative Suite (Photoshop, Illustrator,
InDesign, Premiere Pro, Acrobat)

Languages

Proficiency in the following:
Spanish • Italian • Japanese • Greek