

Jack Cameron |

253-508-4377

jackcameronis@gmail.com

Executive Summary

Does your marketing strategy require an experienced writer who can delivery quality content that is informative, simple, and entertaining? My passion is to unite people with products and services that make their lives better. I do this through effective research and clear communication. I specialize in taking complex ideas and turning them into messages that can clearly be understood by the every day person. My keen awareness of budgetary and physical limits of a department enable me to come up with quick and creative solutions. I work well in both collaborative and independent projects. I can thrive in a constantly changing environment. I love connecting a business with its ideal customers.

Professional Experience

Writing

- Wrote, edited, formatted, marketed, and published books
- Increased customer service experience for Amazon.com by creating communications for support teams
- Local expert, interviewing and featuring 30+ individuals in articles hosted on TacomaStories.com
- Drove efficiency through creation of style guides and approval processes for public documentation

Marketing

- Generated over \$13,000 in a five day period, advising and editing Kickstarter Campaign
- Drove awareness of local web series by creating a press release that resulted in over 100,000 hits in Youtube campaign
- Increased User Experience through redesign of instruction manuals for fall protection products.
- Subject Matter Expert, increasing awareness through authoring of articles published in industry magazines and company marketing materials
- Partnered with publishing company to redefine publishing model for online books

Logistics

- Reduced inventory variances by \$90,000 in three months, decreasing budgetary costs by 12%
- Cut production costs 8% by negotiating price decreases with vendors
- Increased brand awareness using minimal budget through the use of effective SEO and social media

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Employment History

True Blue	IT Knowledge Base Writer	2012-Present
Guardian Fall Protection	Lead Technical & Content Writer	2007-2011
Carlson Paving Products	Inventory Control	2005-2007
Amazon.com	Customer Relations Specialist	2001-2003
Law Enforcement Support Agency	Police Records Specialist	1998-2000

Technical Fluency

Applications & Programs

Office 2013, Adobe CS5, Joomla, Wordpress, Epicor, Chrome, Explorer, Firefox

Social Media & Networking

Facebook: <http://facebook.com/jackcameron>

Twitter: [@jackcameron](https://twitter.com/jackcameron), [@tacomastories](https://twitter.com/tacomastories)

Linkedin: <http://www.linkedin.com/in/writerjackcameron>

Google+: <http://gplus.to/jackcameron>

Awards and Recognition

- Screenplay ranked in the top 10% at Trigger Street Labs
- Recognized by Tacoma Mayor, Marilyn Strickland for creation of TacomaStories.com

Professional Recommendation

“Jack Cameron is a dedicated professional and highly skilled in his craft.

As a person and writer, Jack has an impeccable character, is unquestionable in his work ethic and unbending in his determination to bring a task to the desired completion. He commands all phases of the article writing process; story development, research, interviews, writing and rewriting. He has a knack for crafting compelling marketing pieces and the ability to capture complex ideas in an easy-to-read style.

I offer my highest possible recommendation to Jack Cameron.”

- Joseph Goodwin, MBA, Director of Marketing, Guardian Fall Protection