

# CAMERON BROOKS

Phone: 281-414-3028

Email: [cameronrbrooks@outlook.com](mailto:cameronrbrooks@outlook.com)

Website: [cameronrbrooks.com](http://cameronrbrooks.com)

## EDUCATION

B.S. Integrated Marketing Communications  
University of Mississippi - Oxford, MS  
Graduated Cum Laude, May 2019  
Major GPA: 3.91

## SKILLS

Adobe Creative Cloud  
Microsoft Office  
Google Suite  
Social Media Marketing  
Photography & Videography  
Google Ads  
Google Analytics  
Webinars  
Squarespace  
HubSpot  
SurveyMonkey

## ORGANIZATIONS

St. Anthony Hall

- Vice President of Communications
- Recruitment Chairman
- Secretary

Ole Miss Interfraternity Council

- Vice President of Public Relations

TEDxUniversityOfMississippi

- Marketing & Design Team

Coaching for Literacy

- Vice President of Public Relations

Houston Open

- Marshal

Order of Omega Honor Society  
Gamma Sigma Alpha Honor Society  
Sigma Alpha Lambda Honor Society

## HONORS

Who's Who Among Students  
Trailblazer Award

- Fraternal Leadership and Learning

First Place - College Sports Photos

- Louisiana-Mississippi Associated Press Media Editors

Excellent - Yearbook Sports Photography

- Journalism Education Association

## EXPERIENCE

**Mitsubishi Heavy Industries - Houston, TX**

***Content Marketing Specialist, March 2022 - Present***

- Plan and execute marketing and communications programs that support corporate initiatives and focus on increasing brand awareness and reputation for Mitsubishi Heavy Industries and its Group Companies in North America
- Support in planning and execution of events and conferences, both digital and in-person
- Write, edit, review, and distribute internal and external communication materials including presentations, newsletters, website text, printed articles, speeches, etc. for various audiences

**Entartes - Houston, TX**

***Content Marketing Specialist, September 2020 - March 2022***

- Created various content for use across multiple mediums including social media, email, website, presentations, and more
- Managed social media accounts for Entartes and its product offerings - ConnectArtes and PrintArtes
- Created and managed Google Ad campaigns for Entartes' NetSuite consulting services and product offerings
- Created landing pages for ads and gated content
- Filmed and edited videos for product introductions, testimonials, and demos

**Halliburton - Houston, TX**

***Marketing Specialist, June 2019 - March 2020***

- Managed Halliburton Landmark's social media accounts, with an audience of 15,000+, and created content for Halliburton's social media accounts, with an audience of 1,500,000+
- Implemented Google Ads campaigns to promote Landmark software and iEnergy cloud
- Managed and created content for Landmark's employee advocacy program, Bambu, consisting of 30+ employees
- Created and managed the Landmark Innovation Forum & Expo (LIFE2019) event application used by 1000+ attendees
- Managed corporate sponsorships for LIFE2019, consisting of 20+ companies and \$600,000+ in sponsorship money

***Global Marketing Intern, June 2018 - August 2018***

- Created content for Halliburton, Halliburton Landmark and OpenEarth® Community social media channels
- Assisted in the hosting of Halliburton's webinar series
- Assisted in the app creation and maintenance for the Landmark Innovation Forum & Expo (LIFE2018)
- Researched and planned solutions to improve customer experience on the iEnergy community website
- Introduced new marketing strategies using photography and video
- Managed registration reports for LIFE 2018 and OpenEarth® Community Developer Summit Hackathon