

Spencer Campbell

Iowa State Marketing Major and Management Minor Graduating May 2022

SpencerHCampbell@gmail.com

515-450-0907

Visual portfolio: spencer-c.com

WORK EXPERIENCE

○ **Workiva / Marketing Intern**

May 2021 - Present

As an intern for Workiva I help implement events, social media promotions, and facilitate a community group for the SEC and SOX Pro groups.

- Social media management, campaign creation and tracking
- Event platform design and metric tracking
- Report design, chart and various visualization creations

○ **Iowa State University / Marketing and Design Intern**

October 2020 - Present

As an intern for Iowa State College of Human Sciences, I design social media campaigns, event promotions, and implemented an e-blast mailing list.

- Graphic design of marketing materials and social campaigns
- E-blast creation and tracking

○ **Bank NOVO / Marketing and Design Consultant**

February 2020 - January 2021

As a design and social consultant for Bank NOVO, an online banking company, I helped to facilitate and design landing pages, Facebook and Instagram social campaigns.

- Creation of landing pages and social campaign creative collateral

○ **City of Ankeny / Marketing and Design Intern**

May 2018 - August 2018

The production of print and digital publications as well as event design and tracking. Website collateral and integration with other branches of the local government.

- Collateral design and integration
- Website and event promotion

○ **Quest Aircraft / Animation and Design Consultant**

March 2018 - November 2018

- 3D visualization of new airplane launch, and assistance integrating marketing material into promo video.

○ **Portworx Data Services / Design and Animation Contractor**

October 2016 - January 2019

- Digital asset creation and motion graphics design for promotion, including internal and external sales.

○ **MakeReady Renovations LLC / Graphic Designer**

October 2015 - January 2016

- Marketing development and design for social promotion and sales.

TECHNICAL SKILLS

Adobe Creative Cloud

Microsoft Office Suite

Blender 3D

Social Media Management

Detailed Project Organization

Task Communication/Time Management

Email, Organic, and Paid Marketing

Event Creation and Metric Tracking