



Camille Wright
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camillewright.com

EDUCATION

B.A., Mass Communication, Concentration in Public Relations—December 2017
North Carolina Central University – Durham, North Carolina
Summa Cum Laude | Cumulative GPA: 3.93

MARKETING AND PUBLIC RELATIONS EXPERIENCE

Duke University Press: Books Publicity Assistant—January 2019-Present

- Prepared review lists for 140 books per year in a wide range of subject areas and processed incoming reviews
- Established and maintained media contacts and served as the backup contact for national media
- Maintained publicity contacts and publicity results in Title Management
- Planned and wrote regular blog posts and social media content

Believe Ticket Project: Campaign Team Member—August 2016-Present

- Developing communication plans to market the non-profit organization and reach target audience
- Initiating and maintaining email campaigns, newsletters, fact sheets, and graphic content
- Crafting documents to assist with social media campaigns, giveaways, and contests
- Using Trello, Google Docs, Forms, and Sheets to stay organized and to use useful documents to participants

Duke University Press: Marketing & Sales —May 2017-January 2019

- Conducted marketing research and identified potential journal collection customers through targeted prospecting
- Assisted with marketing research and campaigns including social media campaigns (Twitter, Facebook, and Instagram)
- Wrote blog posts and a blog series for the Duke University Press WordPress Site
- Participated in Days in Residence professional development sessions within the Books Acquisitions group
- Attended a conference to market the Press to libraries

Don't Stop the Music, Inc.: Non-Profit Founder & Vice President— May 2009-August 2016

- Planned, produced, and co-headed annual concerts to benefit local music programs and courses in public schools
- Scouted local talent and corresponded with musicians, teachers, and potential sponsors and donors
- Publicized the organization and events through social media and local schools

Bandana Project: Founder— June 2014-December 2015

- Created a global project for participatory project, which was covered by Yahoo Celebrity UK, for One Direction fans
- Organized social media marketing campaigns and gained 40,000 Twitter followers
- Established an online Bandana Project shop: sold handmade items including shirts, bracelets, bows, earrings, etc. on Etsy
- Designed the graphics used on all of the official websites for the project

Deep South Entertainment: Intern—May 2015-August 2015

- Collaborated with the full-time booking agent
- Managed booking websites and social media for multiple bands

Aaron Carter Music Group: Social Media Manager—January 2014-September 2014

- Joined a multiplatinum selling artist's management team to enhance music, event, and merchandise marketing
- Initiated the artist's official global street team and managed his social media and online communities
- Increased global effectiveness of Official Aaron Carter Street Teams by leading meetings for 100 street teams
- Used Photoshop to create print and digital communication content for the artist, street team leaders, and venues

AWARDS & HONORS

- Salutatorian of the College of Arts and Sciences at N.C. Central University – *Fall 2017*
- N.C. Central University Student Service Impact Award – *2017*
- International English Honor Society: Sigma Tau Delta
- National Communication Honor Society: Lambda Pi Eta

TECHNOLOGY PROFICIENCIES

- WordPress, social media, Asana, Trello, Photoshop, InDesign, Final Cut Pro, Microsoft & Google Suites

COMMUNITY

- Girl Scouts of America Senior and Ambassador Troop Leader – *February 2018*
- Alpha Kappa Alpha Sorority, Inc. – Non-profit community service organization