



Camille Wright

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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: Senior Publicity Assistant—January 2019-Present

- Publicist for 140 books per year in a wide range of subject areas
- Solely managed Instagram, planned social media posts, provided regular analytics, and wrote regular blog posts
- Prepared review lists for books I was responsible for and processing incoming reviews and interviews
- Built and maintained relationships with authors Equity & Inclusion and media contacts
- Managed goals, strategy, and budget for Equity & Inclusion mentorship program and each mentor/mentee pair
- Supervised, trained, and participated in hiring interns

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

- Developed communication plans to market the non-profit organization and reach target audience
- Initiated and maintaining email campaigns, newsletters, fact sheets, and graphic content
- Crafted documents to assist with social media campaigns, giveaways, and contests
- Provided campaign analytics and insights to the team

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

- 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

Bandana Project: Founder— June 2014-December 2015

- Created a global 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 the official websites for the project and created content for social media

Deep South Entertainment: Intern—May 2015-August 2015

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

Aaron Carter Music Group: Street Team Director & 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
- Assisted with tours, private events, and concerts to increase sales
- 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
- Built relationships with street team leaders and fans to increase engagement and sales

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 & SKILLS

- WordPress, social media, Photoshop, InDesign, Final Cut Pro, Microsoft & Google Suites, written & verbal communication, organization

COMMUNITY

- Girl Scouts of America Senior and Ambassador Troop Leader – *February 2018 - Present*
- Alpha Kappa Alpha Sorority, Inc. – Non-profit community service organization
- Duke University Press Equity & Inclusion Mentorship Program Co-Chair *2020-Present*