

Robert Campbell

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Profile

A Digital Marketing Consultant with 10+ years experience in connecting the dots for small businesses in how they leverage their digital assets and human resources. With my coaches mentality, marketing background, and understanding of leveraging human relationships, I am a great asset in **helping people make the right decisions for a better today and a greater tomorrow.**

Experience

Digital Marketing Consultant, Self-Employed – 2006-Present

Network and connect with business owners determining how to leverage the latest in technology to grow their business • Implement a sales funnel to guide potential clients from Prospect to Paying Client • Work with multiple clients at one time, while still providing a unique solution for each business structure • Strategic Planning and implementation, with a focus on building a client management structure to articulate to complete staff.

Co-Founder, Strategist, AdvocateWare, LLC – 2014-Present

Research and Develop SAAS solutions for small businesses to help turn their customer base into advocates and obtain new customers • Responsible for consulting with clients to determine pain points in business and obtain product feedback • Proposal Writing • Strategic Planning • Software Integration (API) into existing online business structure

Creative Cultivator, OZ Arts Nashville – 2013-2015

Developed a community initiative to rally staff, volunteers, and local artists around the vision of BRAVE NEW ART • Integrated SAAS platforms into the website and social media to maximize on receiving donations and volunteer opportunities

Marketing Director, King Jewelers (Miami, Nashville) – 2013-2014

Developed and implemented social media strategy to build Facebook audience to over 100k Followers • Redesigned website to produce better conversion rate • Wrote content for radio spots, produced commercials spots and developed email marketing strategies

Education

Lipscomb University, Nashville, TN – B.S. Marketing, 2006

Characteristics

Entrepreneurial Spirit, Visionary, Team Player Approach, Lead by Example, Player-Coach Mentality, Problem-Solver, Analyzer, Strategic Thinker, Storyteller

Skills

Computer: Adobe Suite, Microsoft Office, Google Apps, Web Code Languages (HTML, CSS, PHP, JAVASCRIPT), UI/UX knowledge, well versed in SAAS platforms and API integration

References

Pamela Johnson - <https://www.linkedin.com/in/pamela-johnson-82337a4/>

Will Bridges - <https://www.linkedin.com/in/willbridges/>

Elizabeth Broyhill - <https://www.linkedin.com/in/elizabeth-broyhill-9bb7891b/>