

Camden Lane

(772) 494-9708 | camdenlane.vb@gmail.com | LinkedIn | Portfolio

EDUCATION

University of Florida

2020 - 2024

Bachelor of Science in Telecommunications, College of Journalism and Communications

Certificate in Sports Management, College of Human Health and Performance

Master of Mass Communication in Digital Strategy, College of Journalism and Communications **2024 - 2025**

WORK EXPERIENCE

Zawyer Sports & Entertainment

March 2025 - Present

Digital Marketing Coordinator

Jacksonville, FL

- Delivered record-setting paid social results across four franchises, including:
 - Greensboro Gargoyles: 21.9x ROAS on Labor Day Weekend ticket sale, 11.5x ROAS on jersey campaign, 21.4x ROAS on single game ticket ads.
 - Knight Monsters: 13.4x ROAS on Labor Day Sale, 5.7x ROAS on single game ticket ads.
 - Ghost Pirates: 6.9x ROAS on Labor Day Flash Sale, 4.3x ROAS on single game ticket ads.
 - Icemen: Generated \$8,145 in revenue on \$500 ad spend during a Flash Sale (16.3x ROAS).
- Designed gameday and newsletter email campaigns for the Gastonia Ghost Peppers, achieving a 51.4% open rate and 8.7% click rate, while also growing the subscriber base by 18% through ads and ticketing promotions.
- Executed an OTT campaign on MNTN that achieved a 4.4x ROAS and expanded reach to new audiences beyond traditional paid social.
- Created culturally relevant content strategies for the Upshot League (women's basketball G League) and team accounts, building pre-season awareness and early fan adoption ahead of the inaugural season.
- Managed agency clients, including healthcare, finance, and lifestyle brands by leading Google Ads, website management, content creation, social media management, and email campaigns.

Athletes Unlimited

July 2023 - August 2024

Social Media Intern - Freelance

Remote, US

- Captured live-broadcast clips on Grabyo to create social media content across multiple platforms.
- Edited live-broadcast clips into 3-minute highlight reels, updated Photoshop Templates for YouTube.
- Performed storytelling through tweets during live games on @AUProSports Twitter.
- Supervised the AU Volleyball social calendar and created assets for social platforms.
- Orchestrated KPI analysis on Athletes' Instagram and TikTok posts for stakeholders.
- Controlled and updated content for partnerships with NCAA Universities.

UAA at University of Florida

August 2022 - January 2024

Social Media and Branding Intern

Gainesville, FL

- Utilized Adobe Photoshop, Premiere Pro, and Lightroom to edit: photos, vertical videos, and templates.
- Created over 200 GIFs for the 2023-2024 Men's Basketball Season.
- Captured large-scale sporting events of up to 90,000 fans, photoshoots, and practices on multiple social platforms.
- Monitored social media trends and performed competitor analysis to enhance content.
- Crafted content for @GatorsBB Instagram throughout the 2023 season and contributed to an increase of 10K followers.

CERTIFICATIONS AND SKILLS

Certifications: Google Analytics, Hootsuite Platform & Social Media, Digital Marketing & E-Commerce

Skills: Sprout Social, MNTN, Adobe Creative Suite, MailChimp, Wordpress, Community, Meta Business Suite