

Camden Lane

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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

Digital Marketing Strategist

March 2026 - April 2026

Zawyer Sports & Entertainment

Jacksonville, FL

- Managed end-to-end execution of paid media campaigns across Meta, Google Ads, and OTT platforms, coordinating campaign setup, asset collection, optimization, and performance reporting for multiple sports franchises and agency clients.
- Translated campaign performance data (ROAS, CTR, engagement metrics) into actionable insights to improve user journeys, conversion paths, and overall digital experience.
- Contributed to the rollout of new digital initiatives, including OTT/CTV, paid social, email, and SMS marketing campaigns, improving reach, engagement, and fan acquisition.
- Collaborated cross-functionally with sales, creative, and operations teams to ensure successful campaign launches, resolve delivery issues, and maintain alignment on campaign objectives and timelines.
- Developed and monitor key performance metrics across campaigns and platforms, identifying opportunities to optimize engagement and drive ticket sales and revenue growth.
- Executed programmatic OTT/CTV campaigns through MNTN, expanding audience reach and achieving a 21x ROAS while supporting brand awareness and acquisition goals.

Digital Marketing Coordinator

March 2025 - March 2026

- Executed paid social, email, and website campaigns across multiple brands, supporting campaign launches and ongoing optimizations.
- Analyzed campaign performance by tracking key metrics and contributing insights to improve targeting, engagement, and overall results.

Social Media Freelance

July 2023 - August 2024

Athletes Unlimited

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.

Social Media & Branding Intern

August 2022 - January 2024

UAA at University of Florida

Gainesville, FL

- Utilized Adobe Photoshop, Premiere Pro, and Lightroom to edit photos, vertical videos, and templates.
- 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.

CERTIFICATIONS AND SKILLS

Certifications: Google Analytics, Google Ads Search, Digital Marketing & E-Commerce

Skills: Sprout Social, MNTN, Adobe Creative Cloud, MailChimp, Wordpress, Canva, Meta Business Suite, Community.com, Ticketmaster, FEVO, Microsoft Suite, Google Suite, Asana, Trello