

# HOWARD CAMPBELL



MARKETING | WEB | DESIGN | SOCIAL MEDIA | VIDEO

## ABOUT ME

Visionary marketing leader with 10+ years of leadership experience driving brand strategy, integrated marketing, and performance creative across diverse industries. Proven expertise in guiding multidisciplinary teams to deliver innovative visual storytelling, scalable design systems, and data-informed marketing campaigns. Adept at aligning creative vision with business objectives to drive engagement, brand equity, and revenue growth. Author of *The Happy Barkings! Guide To Digital Marketing For Pet Services*. Experienced in executive collaboration, budget ownership, and fast-paced creative environments.

## EXPERIENCES

### Digital Marketing Specialist

Aug 2025 - Present | Government Services Exchange, Clearwater, FL

Engineered comprehensive marketing funnels by integrating SEO-driven website redesigns with high-conversion landing pages and multi-channel advertising. This integrated approach generated a 25% uplift in qualified leads while streamlining the end-to-end customer acquisition journey.

### Co-Owner & Creative Director

May 2023 - Present | Beryllium Creative Inc., Valrico, FL

Co-founded a results-driven agency, scaling brand growth for clients like 8-Bit Amazing through high-conversion integrated campaigns and performance creative. Spearheaded AI-optimized workflows and authored niche-leading digital marketing guides to maximize lead generation and operational efficiency.

### Marketing Manager

Nov 2021 - Nov 2024 | Vanguard Protex Global, Oldsmar, FL

Orchestrated multi-channel marketing strategies and lead-gen campaigns, scaling output by 152% (from 25 to 63 projects annually) through optimized cross-functional workflows. Managed marketing budgets and stakeholder alignment to drive high-performance creative across print, web, AR, and video.

### Creative Director

May 2020 - Nov 2021 | Spark Outbound (now known as Solucru), Tampa, FL

Spearheaded cross-functional brand strategies and agile workflows that slashed Cost Per Lead (CPL) by over 99%, from \$150 to \$0.24. Partnered with C-suite leadership to deliver scalable performance creative and paid media campaigns that aligned high-level business goals with measurable ROI.

### Digital Marketing Coordinator

Jan 2020 - May 2020 | Spark Outbound (now known as Solucru), Tampa, FL

Engineered automated customer journeys and multi-channel campaigns across social, email, and paid media to drive seamless user experiences. Leveraged data-driven analysis to optimize UX and content strategies, directly improving conversion rates and funnel performance.

### Marketing Coordinator

Mar 2018 - Jan 2020 | BobCAD-CAM, Clearwater, FL

Produced high-impact video, motion graphics, and digital assets that maintained rigorous brand standards across product marketing and live events. Orchestrated cross-functional email and newsletter workflows, ensuring all creative output remained synchronized with broader promotional objectives and engagement KPIs.

### Marketing Director

Aug 2016 - Mar 2018 | In The News, Inc., Tampa, FL

Directed comprehensive eCommerce and inbound marketing strategies, leveraging UX optimizations to accelerate business growth and lead acquisition. Safeguarded brand integrity while steering performance marketing efforts to ensure consistent messaging and high-ROI execution across all digital touchpoints.



## CONTACT ME

### Phone

(813) 846-2815



### Email

howardcampbell@live.com



### Address

Tampa Bay Area, Florida



### Portfolio

<https://pxllnk.co/hcportfolio>



## SKILLS

Team Leadership	Wordpress
Effective Communication	Web Design & Development
Strategic Thinking	App Development
Project Management	JavaScript
Facebook Marketing	Google Analytics
Instagram Marketing	eCommerce
LinkedIn Marketing	Hubspot
Email Marketing	BaseCamp
Video Marketing	Monday.com
AdSense	ActiveCampaign
Copywriting	Zoho
Lead Generation	BigCommerce
Lead Nurturing	Mailchimp
Microsoft Office	Hootsuite
Google Docs	Act-On
Adobe Creative Cloud	Constant Contact
Adobe Photoshop	Pardot
Adobe Illustrator	ClickUp
Adobe InDesign	MailClickConvert
Adobe Dreamweaver	Augmented Reality
Adobe After Effects	HTML & HTML5
Adobe Premiere Pro	ChatGPT
Adobe Acrobat	Gemini
Canva	
Final Cut Pro	

## MY EDUCATION

UNIVERSITY OF SOUTH FLORIDA | TAMPA, FL  
Bachelors of Science, Business Administration, 2004

UNIVERSITY OF SOUTH FLORIDA | TAMPA, FL  
Certificate of Web Design & Development, 2009

### HUBSPOT ACADEMY

Inbound Marketing Certificate, 2018

### GOOGLE INC

Google Ads Search Certification. 2019