

# CAMERON ALEXANDER MCNERNEY

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**OBJECTIVE:** Seeking a full-time entry-level marketing and communications position.

**CAREER OVERVIEW:** Five years of experience in communication field, marketing/public relations, and customer service. Two marketing internships (salaried) and currently have an existing position full-time.

## **SUMMARY OF QUALIFICATIONS:**

Professional communicator, published writer, and content developer for digital and traditional channels with comprehensive experience in rhetorical persuasion and human communication.

- Excellent oral and written communication skills.
- Excellent interpersonal skills for teamwork and influencing.
- Persuasive public speaker that listens, identifies needs, empathizes with all people regardless of diversity and socio-economic background, and provides worthwhile solutions.
- Methodical critical thinker and resourceful problem solver.
- Expertise with Adobe Photoshop.
- Proficient in Microsoft Office Suite.
- Thrives in fast paced work environment and self-competitive ability to meet strict deadlines.
- Experience producing photo and video content for multiple media channels.
- Excellence in learning unfamiliar tasks and computer programs quickly (PC *and* Mac user).
- Educated user of social media and multimedia platforms.

## **EDUCATION:**

**UNIVERSITY OF NORTHERN COLORADO**—Greeley, CO (2015)

Bachelor of Arts in Communication Studies with an emphasis in Human Communication

- Media Studies minor

**PIKES PEAK COMMUNITY COLLEGE**—Colorado Springs, CO

## **CAREER EXPERIENCE:**

**SORENSEN COMMUNICATIONS, CAPTIONCALL, LLC**—Colorado Springs, CO (March 2015-Present)

*Communication Assistant*

- Provides closed captioning services on live phone calls for the deaf and the hearing impaired.
- Developed *strong listening skills* and *unique insight* of humans by identifying patterns of needs.

**RED RAKE, LLC**—Colorado Springs, CO (May 2013-Present)

*Business Development*

- Responsible for marketing research; compiling product/service and competitor analysis
- Collaborates with client strategies, Q&A, and archiving information
- Formats metrics data for various Windows Systems databases including reports of website analytics and impression hours.

## **CAMERON ALEXANDER MCNERNEY**

**CODEBABY, LLC**—Colorado Springs, CO (April-Aug 2012)

*Marketing Assistant*

- Under the Director of Marketing, *Audrey Dalton*, collaborated with marketing department staff, and the PR Director *Joshua Steinfeld*, responsible for developing and implementing campaigns related to research and writing content for increasing publicity on digital, email, and print platforms.
- Became *published writer* with a print magazine article and 5 company blogs within a summer internship (includes designing a visual infographic and composing 2 digital guest posts on another website to demonstrate the company's industry knowledge).

**NORTH POLE SANTA'S WORKSHOP**—Cascade, CO (May 2010-Dec 2011)

*Front Gate Cashier*

- Promoted within the 1<sup>st</sup> month of employment from Ride Operator to Front Gate Cashier by park owner, Tom Haggard, due to display of *advanced interpersonal skills*.
- Acted as a liaison for amusement park visitors averaging of 1,500 customers per day (of all ages). Explaining park policy and clarifying general questions.

**MARTIN BUILDING COMPANY**—San Francisco, CA (May-Aug 2009)

*Marketing Assistant*

- Under the Creative Director, responsible for Adobe Photoshop, HTML email blasts, assembling the property portfolio, or "media kit," for clients and partners, and general filing,
- Revitalized property portfolio design via critical thinking and problem solving *reducing printing costs*.

### **PERSONAL ACTIVITIES & ACCOMPLISHMENTS:**

**STRINGS ATTACHED**—Lodi, CA (Nov 2013-Present)

*PR/Marketing Consultant*

- Provides PR and marketing services to make their classical and jazz music easily accessible.
- Coordinates all marketing collateral and assets with client for approval.
- Composed website copy and constructed customer path to begin online lead generation.
- Successfully launched <http://musicwithstringsattached.com> May 2014 and currently active.
- Published writer via biographical article in August 2014, on behalf of the duet group, in San Joaquin Lifestyles Magazine to announce the website's launch and promote community relations.
- Designs promotional print materials such as event posters and flyers as needed.

### **PROFESSIONAL REFERENCES:**

**Audrey Dalton (Former Employer)**

*Director of Marketing | CodeBaby, LLC*  
(719) 337.2168

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(970) 227.3243

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**Emily Doctor (Supervisor)**

*Team Lead Supervisor | Sorenson Communications, CaptionCall, LLC.*  
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**Shaun McNerney (Employer)**

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**Chase Loeb (Colleague)**

*Duet Member | Strings Attached*

**Joshua Steinfeld (Colleague)**

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