

CAMERON BELL

Building Trust | Creating Clarity | Connecting People

303.517.1163 | camerontbell@gmail.com | [linkedin.com/in/CameronTBell](https://www.linkedin.com/in/CameronTBell) | Portfolio: <https://www.camerontbell.com>

PROFESSIONAL SUMMARY

Strategic communications leader with nearly three decades of experience helping corporate, educational, and government organizations build trust and navigate moments that matter. Recognized for bringing clarity to complexity, strengthening partnerships, and helping leaders communicate with purpose, credibility, and impact.

AREAS OF EXPERTISE

Strategic, Executive, & Crisis Communications • Organizational Storytelling • Stakeholder Engagement • Media Relations • Agency Leadership & Management • Cross-Functional Leadership • AI-Enabled Communications

PROFESSIONAL EXPERIENCE

Public Relations Manager | Stride, Inc. | 2024–2026

Led national earned media strategy and agency partnerships supporting 46 online public schools across 22 states. Served as the bridge for agency partners, school leaders, marketing, public affairs, and corporate teams, aligning local storytelling with organizational priorities, enrollment goals, and reputation strategy.

- Transformed the relationship between Stride and its nationwide public relations agencies by replacing a traditional client-vendor model with a collaborative partnership. Designed tools, performance frameworks, tracking systems, and customizable resources that streamlined collaboration, improved agency visibility, enabled localized messaging while maintaining brand consistency, and strengthened decision-making.
- Led planning and execution for national and local earned media initiatives, campaigns, thought leadership programs, and storytelling efforts that generated more than 2,000 earned media placements and contributed to an 180% year-over-year increase in local media coverage.
- Built trusted partnerships with school leaders across the country, helping identify meaningful local stories, expand media engagement, and connect school priorities with broader corporate objectives.
- Integrated generative AI into daily communications workflows to accelerate planning, editing, brainstorming, content development, and scalable content production while maintaining strategic judgment, editorial quality, and organizational voice.

Communications Manager, Energy & Technical Services | McKinstry | 2021–2023

Led key initiatives that elevated brand storytelling, fostered employee engagement, and supported business growth across a national design, engineering, and construction firm. Collaborated with leaders to translate technical expertise into compelling stories, building communications programs and employee advocacy.

- Partnered with technical experts, project teams, and executives to translate complex engineering, sustainability, and construction concepts into engaging content for diverse audiences.
- Developed thought leadership, media content, customer stories, executive messaging, and award submissions that reinforced McKinstry's reputation as an industry leader.
- Created McKinstry's Brand Ambassador Program, equipping employees across the organization to authentically share the company's story, build brand awareness, and amplify employee voices.
- Produced the company's Story Book, a centralized resource of customer success stories and project narratives that made it easier for teams to communicate McKinstry's impact with clients, partners, and employees.
- Bolstered team culture by introducing recurring learning and collaboration sessions that encouraged idea sharing, professional development, and stronger connections.

Executive Director, Media Relations & Public Information | Jeffco Public Schools | 2019–2021

Advised executive leadership as the district's senior communications strategist on high-profile issues, organizational priorities, and crisis response. Provided day-to-day leadership for the communications function while partnering with leaders to increase engagement, navigate complex issues, and build public trust.

- Guided strategy and community outreach for major district bond initiatives, developing integrated public information campaigns that engaged one of Colorado's largest school communities.
- Directed proactive and reactive media relations, cultivating strong relationships with local and regional journalists while positioning district leaders as credible voices on public education issues.
- Led strategy and response through the COVID-19 pandemic, providing timely, transparent communications for approximately 90,000 students across 155 schools while supporting district leaders through rapidly evolving public health guidance and operational decisions.
- Conducted a year-long campaign supporting the implementation of a districtwide enrollment system.

Communications Specialist | Jeffco Public Schools | 2016–2019

Developed and executed strategic initiatives supporting one of Colorado's largest school districts, collaborating with executive leadership, school leaders, and district departments to raise community engagement, elevate the district's reputation, and communicate priorities to diverse audiences.

- Advanced proactive media relations strategies that strengthened relationships with journalists, establishing the district as a trusted resource and creating opportunities for positive district coverage.
- Managed communications for a district rebrand, ensuring a consistent experience across channels, including redesign and launch of the district's public website and employee intranet.
- Earned promotion to Executive Director of Communications in recognition of leadership, trusted judgment, and expanding responsibility across the district's communications function.

Business Manager-Communications & Community Engagement | Jeffco Public Schools | 2007–2016

Led communications and school community engagement, serving as the primary liaison among leadership, families, staff, and the community.

- Transformed the school's communications by leading the transition from paper-based to digital channels to improve timeliness, accessibility, and effectiveness of information sharing for families and the community.
- Served on districtwide committees as a school-level communications subject matter expert, contributing frontline perspectives and building relationships that led to a promotion to the central communications team.

EARLY EXPERIENCE

Internal Communications Program Administrator | Adams County | 2001–2003

Advertising Account Executive | TMP Worldwide | 2000–2001

Communications and Advertising Programs Manager | TeleTech | 1998–2000

EDUCATION

California State University | Bachelor of Arts, Communication Studies

Riverside City College | Associate of Science, Business Management

MEMBERSHIPS

Public Relations Society of America (PRSA) | 2021–present

National School Public Relations Association (NSPRA) | 2018–2021

Colorado School Public Relations Association (COSPR) | 2017–2021