

CAMERON BELL

Communications Strategist & Leader

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Portfolio: <https://www.camerontbell.com>

I am a creative and collaborative leader with over 15 years of experience designing, executing, and delivering external and internal communications programs that serve business objectives. I offer a robust skillset built upon achievements in:

- Strategy, planning, processes, goal setting
- Campaign design, content, delivery
- Internal and recruitment communications
- Crisis communications planning, response
- Sales campaign support, advertising
- Storytelling and messaging development
- Corporate, executive, thought leadership programming
- Media relations - proactive, response, engagement
- Leadership, coaching, team building
- Brand management, brand champion programs

Along with industry-specific skills, I am a critical and strategic thinker, a nimble partner and solution-minded problem solver, adept at managing multiple priorities, and a self-motivated and authentic producer.

PROFESSIONAL EXPERIENCE

Communications Manager, Energy & Technical Services *McKinstry* | Nov 2021 - Aug 2023

With a storytelling lens, built and oversaw a national external and internal marketing-communications program, developing and implementing strategies that align client- and employee-directed messaging with line of business and enterprise priorities.

- In partnership with communications and market strategy leadership, built new team foundation, objectives, processes, and structure. Led monthly team-building exercises to create connections to each other and to organizational strategy.
- Created and implemented communications strategy, plans, storytelling frameworks, and editorial calendars for national, regional, and internal efforts and in support of various sales teams.
- Produced consistent and robust content to celebrate client successes, amplify mission, expertise and service offerings, strengthen regional narratives, position thought leaders, and elevate social impact and philanthropy achievements.
- Developed an internal brand champion program to connect team members to the organizational mission and empower them to amplify their voice. Program included a corporate “story book” to reinforce vision and voice and inspire storytelling, a thought leadership support component, and integration of program elements into various training programs.
- Engaged with and counseled corporate leaders on organizational messaging and strategy and collaborated with several c-suite members on personas and thought leadership, defining their voice, priorities, and content planning and execution.
- Served as liaison and strategist with the company’s external public relations agency to pursue earned media, respond to media requests, and fulfill content obligations with niche media outlets.
- Owned in-house media relations, building and nurturing relationships with reporters, crafting press releases and pitches, fulfilling editorial commitments, and counseling leaders and staff on media engagement. Increased coverage in national local and niche media. Recognize and amplify coverage on social media and in internal communications and leadership reports.
- Coached and mentored direct reports and team members and guided the work of specialists like graphic designers.
- Completed 10-part video series and complementary digital content featuring c-suite leadership to amplify expertise in response to national legislation that had a once-in-a-lifetime positive impact on our industry and clients. Planned, scripted, scheduled, and produced videos in collaboration with contract videographer.

Executive Director, Media Relations & Public Information *Jeffco Public Schools* | Oct 2019 - Nov 2021

Drive district-wide media relations and external, internal, and crisis communications for PK - 12 school district with 82,000 students, 14,500 employees.

- Planned and executed strategic and tactical external, internal, and crisis communications plans in service to the district’s mission to inform, engage, and inspire students, families, staff, and community stakeholders.
- Sourced and created content for media relations, weekly internal and external newsletters, intranet and external website, weekly video production, and daily social media. Oversaw team creating same.
- Built and maintained relationships with media outlets and reporters, locally and nationally. Prepared media-specific communications and press releases, pitched stories to increase positive coverage and generate interest in the district and public education, responded to daily media requests, acted as district spokesperson. Counseled leaders and other staff on media engagement. Recognize and amplify coverage on social media and in internal communications and leadership reports.
- Managed crisis communications planning and preparation, including community messaging and media engagement. Led daily efforts to respond to issues in schools and communities and support school leaders with individual crisis communications needs.
- Collaborated with cabinet-level leadership on external and internal strategy, media response, crisis management, district initiatives, and general communications needs.
- Provided leadership and board of education with talking points, scripted communications, data, and presentations.

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Communications Specialist *Jeffco Public Schools | Feb 2016 - Oct 2019*

Directed external and internal communications programming for district's 14k employees, 82k students, their families, and communities.

- Led external communications strategy and projects for district, department, and school programs and initiatives, including integrated campaigns with web, intranet, and social media content, video production, and email/newsletter creation and delivery.
- Supported media relations, assisting with daily media requests and outreach, nurturing relationships with reporters, and supporting leaders and staff with media engagement.
- Redesigned and managed employee and leadership newsletters to support district rebranding and increase open rates.
- Collaborated with videographer to source and produce effective videos to amplify storytelling and communications goals.
- Served as lead for district crisis communications efforts, handling daily needs of the media, 155 schools, and their communities.

Business Manager *Jeffco Public Schools | Dec 2007 - Feb 2016*

Provided school-based communications, marketing, event planning, and business management.

- Supported school leaders' community relations efforts, acting as main point of contact for students, families, community members, and school and district staff.
- Transformed external communications efforts from paper, producing and delivering monthly community e-newsletter, weekly emails, and materials promoting school and district events.
- Built and redesigned school website and executed daily updates to share news, announcements, and information.
- Served on district-level planning and project committees.

Internal Communications Program Administrator *Adams County | Jan 2001 - Aug 2003*

Directed and executed internal communications and employee programs for large county government.

- Transformed the internal communications program to uplift employee stories, provide clarity and inspiration to support the county's vision, and ensure employees felt informed and valued.
- Sourced and wrote stories and produced multiple employee newsletters, including monthly all-employee and special publications like benefits enrollment and state-of-the-county publications.
- In collaboration with HR leadership, conceptualized and produced annual catalog, collateral, and event materials for extensive training program, including theme and design for building excitement and enrollment.
- Planned and promoted annual employee recognition events.
- Provided communications support to county departments and offices of elected officials.
- Served as the county representative to the all-volunteer Cultural Council (SCFD), supporting arts and cultural philanthropy through amplification and administrative efforts.

Advertising Account Executive *TMP Worldwide | May 2000 - Jan 2001*

Managed multiple national recruitment advertising accounts for healthcare and restaurant industries, collaborating with clients on strategy, writing, editing, media buying, and creative services for newspaper, radio, internet, outdoor, and television placement.

Recruitment Communications and Advertising Programs Manager *TeleTech | Apr 1998 - May 2000*

Developed recruitment advertising and recruitment, marketing, and sales materials for national telecommunications corporation with locations throughout the United States.

- Collaborated with regional recruiters and site managers to create and produce recruitment and sales campaigns and materials specific to the location, client, and event, including advertisements in regional publications and collateral for hiring events.
- Executed concept, writing, design oversight, and production of printed pieces for recruitment and internal sales programs.
- Cultivated concepts and content for display, in-line, and broadcast advertisements and executed media buys for 20 locations throughout the United States, including print, radio, cinema, and billboard.

EDUCATION

California State University

Bachelor of Arts, Communication Studies

Riverside City College

Associate Degree, Business Management

MEMBERSHIPS

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

National School Public Relations Assn (NSPRA) | 2018 - 2021

CO School Public Relations Assn (COSPR) | 2017 - 2021