

CAMERON CROW

- CREATIVE MARKETING DIRECTOR
- MOTION DESIGN & VIDEO PRODUCTION

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REEL reel.ccroww.com

WEB ccroww.com



TELEVISION & FILM

MTV'S CATFISH (2 SEASONS)

MOTION GRAPHICS

RED TABLE TALK (2 SEASONS)

MOTION GRAPHICS SUPERVISOR

RED TABLE TALK: THE ESTEFANS

MOTION GRAPHICS SUPERVISOR

YOUNG SHELDON

MOTION GRAPHICS

SAINT MOTEL 'COLD COLD MAN'

MOTION GRAPHICS

WHEELER WALKER JR. 'PUSSY KING'

DIRECTOR & ANIMATOR

LEAH REMINI: SCIENTOLOGY & THE AFTERMATH

MOTION GRAPHICS

THE CASE OF JONBENET RAMSEY (CBS)

MOTION GRAPHICS

DISNEY'S RUTH & RUBY'S ULTIMATE SLEEPOVER

MOTION GRAPHICS SUPERVISOR

DISNEY'S DO IT DUO

MOTION GRAPHICS SUPERVISOR

TOOTHER (SHORT)

VISUAL EFFECTS SUPERVISOR

JACKET (SHORT)

VISUAL EFFECTS SUPERVISOR

FLUFFY'S FOOD ADVENTURES

MOTION GRAPHICS SUPERVISOR

BENJAMIN TROUBLES (FEATURE)

VISUAL EFFECTS

FASHION 5 WAYS

MOTION GRAPHICS SUPERVISOR

FRIGHT CLUB

MOTION GRAPHICS SUPERVISOR

NAIL THE LOOK

MOTION GRAPHICS SUPERVISOR

HELP US GET MARRIED

MOTION GRAPHICS SUPERVISOR

TRACE AMOUNTS (FEATURE)

MOTION GRAPHICS

EXPERIENCES

CAREER OVERVIEW

- **10 years** managerial experience in Brand & Product Marketing as Director.
- **9 years** experience in Motion Design, Animation, and Video Production.
- **19 years** experience in Web Design & Maintenance, Graphic Design, & eCommerce.
- Intimately familiar with Agile Team management, automation of product listings, mailing lists, promotional campaigns, and top Social Networks & Ad Platforms.

I live to streamline, automate, and make all repetitive operations completely effortless in order to enable long term business growth during changing times.

MOTION DESIGN, VFX & PITCH DECK DESIGN | 3 YEARS

B17 Entertainment | Culver City | 2016 - 2019

Headed the graphics department as Lead Designer, VFX Artist, & Pitch Deck marketing materials extraordinaire for a wide range of projects for networks like FUSE, POP, Disney, Quibi, IGTV, Facebook, Snapchat, Discovery, and MTV.

- Lead design and animation as sole full-time graphics staff; VFX Supervisor.
- Pitch deck marketing materials & research for in-development projects.
- Countless hours of experience working on broadcast shows, pilots & sizzle reels.
- Familiar with Social Network media requirements and deliverables.

CREATIVE MARKETING DIRECTOR | 3 YEARS

Virtu USA / Avant Styles | Garden Grove | 2013 - 2016

Established the Marketing Department from scratch, growing it into a highly dedicated Agile Marketing Team of talented workers. Lead Communication Design & Art Director for all Marketing, Video Production, and Web Design.

- Sales volume up 350% during tenure. Business valued at \$60m upon leaving.
- Art Director and producer for all web, print, and video advertising.
- Automated product data creation and product CSV stock listings by creating customized in-house software & Excel VBA scripts in tandem w/cloud integrations.
- Copywriting for product advertising, product descriptions, and specifications.
- Oversaw an overhaul of interdepartmental communication and project management via the Asana platform, allowing for the rapid expansion of staff to handle sales.
- Brand cooperation with retailers like Home Depot, Lowes, Wayfair, and Overstock for partnerships, product launches, and promotions.
- Website Administration, SEO, FTP, Wordpress, Magento, Google Suite Admin.
- Managed Google Ads / Amazon / eBay Commerce / etc CPA networks.
- ASIN, UPC, SKU creation and management.

MARKETING DIRECTOR | 7 YEARS

OCDepot | Santa Ana | 2006 - 2013

Personally developed operating procedures and systems to facilitate the rapid automation of electronics product listings, copywriting, and sales. Built out and managed the marketing department during my tenure.

- Automated product data creation & product research by designing customized in-house software & scripts, leading to exponential increases in individual employee efficiency.
- Designer and marketing for all web and print media/advertising.
- Website Administration; Wordpress, osCommerce, Magento, Google Suite Administration, Hosting/Registrar.
- Lead UI/UX Software Design, management of programming team.
- Established all Standard Operating Procedures for overhauled listing system.

SOFTWARE & PLATFORMS

PHOTOSHOP | AFTER EFFECTS AUTOMATION | PREMIERE

Illustrator | Wordpress | Google Ads | Javascript AE | Magento | Excel VBA
Monday.com | Asana | Zapier | Integromat | Google Workspace | SASS integrations
Agile Teams | SCRUM | REST APIs | Shell Scripts | Product Data Design & Automation

