

ELIJAH CAMPBELL

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OBJECTIVE

Goal-oriented marketing specialist with a keen eye for identifying market trends and executing strategic campaigns while optimizing operational efficiencies and nurturing long-lasting client relationships. Eager to leverage my expertise to drive brand awareness, engage audiences, and generate impactful results for my organization.

EDUCATION

Morehouse College - Atlanta, GA | May 2023

Bachelor of Arts, Business Administration (Management Concentration) GPA: 3.62

- **Honors:** Presidential Member, *National Society of Leadership*; Everyday Hero Award Recipient, *Destined For Greatness Outreach*
- **Activities:** Team Captain, *Morehouse Football*; Member, *Student-Athlete Advisory Committee*
- **Affiliations:** *Phi Beta Sigma Fraternity Inc.*; *Fellowship of Christian Athletes*; *Athletes in Action*

EXPERIENCE

Sales and Marketing Analysis Intern | scoutSMART - Atlanta, GA | August 2023 - Present

scoutSMART is a Sports Analytics company that focuses on College Football Recruiting using AI-Predictive Analytics.

- Generated new leads for scoutSMART by cold calling/ marketing campaigns and developing relationships with clients.
- Developed marketing strategies/ content and executed 28 marketing campaigns to drive leads to subscriptions by 1250%.
- Leveraged diverse outreach strategies, including targeted emails, strategic calls, digital campaign ads, and social media engagement, to increase customer engagement rate from 52% to 90%.
- Presented the scoutSMART analytics platform for numerous collegiate coaches at AFCA national convention.
- Planned and executed a successful AFCA reception for over 100 collegiate coaches.

NFL HBCU Student Athlete Fellow | NFL - New York, NY | 2022

Fellows are exposed to behind-the-scenes learning of the NFL related to Business through job shadowing, speaker presentations, mentorship, and networking.

- Conceptualized key Human Resource Solutions (HR) to be put into use.
- Drove ideas on Employee Retention, Change Management, Performance Productivity, Culture Setting, and Health and Safety.
- Led a presentation for executives on how performance management and talent acquisition could benefit their organization in employee retention and diversity.

Student Researcher | Morehouse College OER – Atlanta, GA | 2021 – 2023

- Identified Open Educational Resources that will make learning more cost efficient while learning at a high level.
- Created journal entries in Merlot and Spatial that highlighted Black Trailblazers.
- Guided my fellow Morehouse Brothers with creating their own Black Sites of Memory Story Maps.

LEADERSHIP

Ordained-Licensed Minister | Truth Talk Ministry (Leadership) | 2021- Present

- Coordinates group activities for new members.
- Creates digital media content for organizational outreach.
- Mentors the youth of the city of Atlanta.

The Atlanta Zacchaeus Fellowship | Atlanta, GA | 2023-2024

9-month Leadership development program for College Graduates

- Completed the Highlands Ability Battery Assessment to inquire information on my strengths in the workplace.
- Engaged in a multitude of professional workshops and panels facilitated by Business professionals.
- Participated in Leadership training on how to use your core skills within a corporation or team.