

CAMERON N. PICKFORD

COMMUNICATIONS DIRECTOR

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. PROFILE .

Cameron Pickford is a passionate communicator with more than ten years of creative experience. His background in video, graphic design and social media allows him to be an effective storyteller. He has a keen eye for detail and a versatility that would be an asset to any team.

. EDUCATION .

MASTER OF ARTS, FILM AND TELEVISION

Regent University, Virginia Beach, VA
2005

BACHELOR OF ARTS, COMMUNICATION

Adrian College, Adrian, MI
2002

. SKILLS .

PHOTOSHOP

PREMIERE / AFTER EFFECTS

INDESIGN

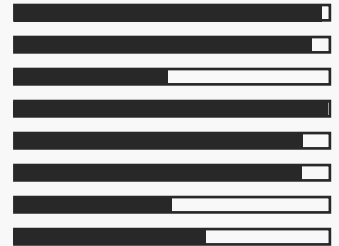
MS WORD / GOOGLE DOCS

MS EXCEL / SPREADSHEETS

HTML

CSS

ZOHO CRM



. EXPERIENCE .

COMMUNICATIONS DIRECTOR

Michigan Freedom Fund | Lansing, MI | 2017 - Present

Responsible for the messaging of the Michigan Freedom Fund, including daily communication and rapid response, as well as targeted messaging themes. This includes press releases, blog posts, email newsletters, daily social media, graphics, video and earned media.

CREATIVE DIRECTOR

Michigan Republican Party | Lansing, MI | 2010 - 2015

Responsible for creating all video and graphic content for the Michigan Republican Party's social media channels, maintaining the MIGOP website and creating microsites as needed. Additional responsibilities included management of all MRP social media channels, including Facebook, Twitter, Google+, YouTube, Tumblr, and Pinterest.

NEW MEDIA MANAGER

Michigan State House of Representatives | Lansing, MI | 2015 - 2017

Managed the House Republican caucus website and social media channels and created graphic and video content to promote messaging opportunities.

ASSISTANT EDITOR

MOVE Communications | Ann Arbor, MI | 2009 - 2010

Employed as a freelance production assistant and editor, performing non-linear editing, digital video capture, tape logging, research, and other tasks as directed by management team. Projects included ads and video displays for Fortune 500 companies.

. REFERENCE .

Please contact me for references.