

CAMERON RENKLY

SENIOR DESIGN MANAGER
ADVERTISING, BRAND, UI/UX, SOCIAL

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ABOUT

Dynamic and speedy senior-level graphic designer with a proven track record of delivering exceptional and original design solutions in fast-paced environments like startups and e-commerce. Deeply obsessed with user experience and effectively uses data-driven insights to enhance interface design and drive brand success across various platforms.

EXPERIENCE

Senior Design Manager

Ready Alliance Group | Remote | Salt Lake City, UT 2023 – Present

Led a team to develop and execute original and compelling digital marketing campaigns for seven B2C e-commerce brands, including promotional emails, paid advertising, social media content, and more. Utilize impressions, conversions, and sales analytics to inform design strategy, enhance user engagement, and exceed daily revenue goals. Wrote original brand guides, tested and developed new landing and homepages for higher conversion rate optimization.

Brands: My Patriot Supply, Emergency Essentials, Camping Survival, Aquamira, AlexaPure, Ready Hour, and InstaFire.

Creative Marketing Manager

Thrive Aviation | Henderson, NV 2023

Developed original marketing campaigns, advertising, client education material, and in-house collateral for a luxury private jet charter company based near Las Vegas, NV.

Graphic Designer

Troomi Wireless | Contract | Lehi, UT 2022 – 2023

Created playful and dynamic advertising, illustrations, and social media content to give this new tech brand a distinctive voice in the youth smartphone industry. Worked in a startup environment with fast turnaround times.

Advertising Graphic Designer

Stampin' Up! | Riverton, UT 2019 – 2022

Developed web advertising campaigns from concept to completion involving heavy collaboration with a large in-house team of marketers, copywriters, photographers, and translators.

Graphic Designer

The Grace Company | Salt Lake City, UT 2017 – 2019

Responsible for in-house digital and print advertising, package design, social media content, signage, emails, trade show graphics, infographics, etc. Maintained magazine advertising schedule and content. Designed, wrote, and implemented staple company publications such as the brand style guide and product catalog.

EDUCATION

Bachelor of Fine Art – Graphic Design

University of South Dakota | Vermillion, SD 2014 – 2018