

Cameron Post

Growth Marketer & Digital Strategist

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S U M M A R Y

Growth marketer with 5+ years scaling paid media programs across real estate, financial services, automotive, and construction verticals. Managed \$20K+/month in ad spend across Google, Meta, and TikTok simultaneously, driving consistent lead volume for 100+ clients. At Leads on Demand, run full-funnel paid acquisition for 40+ real estate clients, owning everything from budget pacing and bid strategy to creative testing and CRM automation. Operate at the intersection of performance marketing and creative strategy, engineering the systems that make acquisition compound.

E X P E R I E N C E

Digital Marketing Specialist

[Leads On Demand Inc.](#)

Sep 2023 – Present

Mississauga, ON (Hybrid)

- Generate ~1,000 new leads monthly through PPC and paid social campaigns across Google Ads, Meta Ads, and TikTok, managing \$20K+ in monthly media spend.
- Own full-funnel campaign optimization, continuously improving CTR, conversion rates, and CPL through structured A/B testing and bid strategy refinement.
- Design and develop high-converting landing pages in Divi with optimized copy, forms, and CTAs tailored to individual campaign objectives.
- Develop and execute social media content strategies for 40+ real estate agents monthly, including video production and multi-platform scheduling via Sociamonitor and Hootsuite.
- Manage a CRM database of 100,000+ leads; build and customize drip email campaigns in CINC CRM segmented by buyer persona to nurture engagement over time.
- Serve as primary client contact, building trusted advisor relationships and proactively delivering performance reports with actionable insights.

Retail Marketing & Design Coordinator

[AWIN Group of Dealerships](#)

Jun 2023 – Sep 2023

Toronto, ON

- Managed Tier II and Tier III website content, social media, and app updates across a multi-dealership automotive group.
- Produced online and offline advertising assets including AdWords campaigns, display ads, social content, print, and in-store creative.
- Tracked and reported on digital performance using UTM tagging and Google Analytics, recommending data-driven optimizations.
- Analyzed competitor retail marketing strategies to identify positioning opportunities and inform campaign direction.

Marketing Coordinator

[Custom Contracting Inc.](#)

Feb 2023 – Jul 2023

Brantford, ON (Hybrid)

- Managed paid advertising across Meta, Google, TikTok, and LinkedIn for two ad accounts, developing creatives and optimizing budgets for lead generation.
- Designed marketing collateral including brochures, business cards, tradeshow materials, and company signage for three brands.

- Created and scheduled social media content using Canva, Photoshop, Premiere Pro, and Illustrator, incorporating drone footage and AI-generated visuals.
- Built sales-oriented landing pages with HTML/CSS and landing page software, linked directly to paid campaigns.
- Designed end-to-end customer journey automations spanning emails, SMS, calls, and service visits at each funnel stage.

CORE SKILLS

Paid Media: Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, PPC, Display, Shopping, Video

Growth & CRO: A/B Testing, Landing Page Optimization, Conversion Rate Optimization, Marketing Automation, Email Campaigns

Creative & Design: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, Figma, Adobe XD, Canva

Web & Technical: HTML/CSS, WordPress, Divi, Web Design, UI/UX, Google Analytics, UTM Tracking

Tools & Platforms: CINC CRM, Hootsuite, Sociamonitor, Google Ad Manager, Google Tag Manager

CERTIFICATIONS

Google Ads Certified — Search, Display, Video, Shopping

EDUCATION

Diploma, Graphic Design Mohawk College — Dean's List	2021 – 2023
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Advanced Diploma, Business Administration & Management Humber College	2014 – 2018
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