CAMDEN T. WILLEFORD

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EDUCATION

DUKE UNIVERSITY, **THE FUQUA SCHOOL OF BUSINESS** Durham, NC
Master of Science in Quantitative Management: Business Analytics, Marketing Track *May 2019*
Intended Data Science Coursework: Data Science for Business, Data Infrastructure, Data Science for Business, Decision Analytics & Modeling, Data Visualization, Legal and Ethical Issues of Data Analytics
Intended Domain Coursework: Digital Marketing, Market Intelligence, Customer Relationship Management, Pricing, Operations Analytics, Empirical Economic Analysis, People Analytics, Strategic Management

NC STATE UNIVERSITY, THE POOLE COLLEGE OF MANAGEMENT Raleigh, NC
Bachelor of Science in Business Administration, Minor in Statistics *Dec 2017*
University Valedictorian, Honors Program, Entrepreneur Initiative, Student Government: Leadership Award

EXPERIENCE

VALASSIS DIGITAL Morrisville, NC
Insights Consulting, Intern *2016 - 2018*
- Advised clients in campaign setup, advertising targeting, and performance measurement to drive online marketing outcome.
- Generated insights and reporting for 15+ national brands at 12 retailers, earning $3M+ in consulting fees.
- Determined first benchmarks for two largest products based on historical campaign data and meta-data using regression and significance testing.
- Trained new interns, establishing plans and materials to onboard future consultants.

SONY MUSIC ENTERTAINMENT Raleigh, NC
College Marketing, Representative *2014 - 2016*
- Strategized online and guerilla marketing for 100+ artists in Raleigh-Durham market.
- Launched compelling marketing content for SEO of Sony Music artists and affiliates through social media platforms and strategic, high traffic websites.
- Led initiatives with local vendors and venues, growing brand recognition organically in the community.

NC STATE STUDENT GOVERNMENT Raleigh, NC
Communications Department, Director *2014 - 2016*
- Instituted and managed first communications department, comprising a graphic design and a social marketing team to market events to the student-body.
- Spearheaded initiative with Cosmopolitan.com and local vendors to hold a large voting event, increasing NC State student voter turnout by 57% in the U.S. Midterm Elections.

LENDINGTREE Charlotte, NC
Marketing Display, Intern *2015*
- Analyzed 200M raw data points to verify quality of LendingTree-generated loans and to identify key consumer segments for targeting across three unique product lines.
- Transformed raw data into 7K useful consumer statistics using Microsoft SQL.
- Mobilized marketing teams to use information for email marketing campaigns, press releases, and content for LendingTree television commercials.

TECHNICAL CAPABILITIES

Trained: Python, SAS
Proficient: R, SQL, Tableau
Expert: Excel, PowerPoint

ADDITIONAL INFORMATION

Fuqua Clubs and Activities: Fuqua Public Speaking Club, Admissions Ambassador, Duke Technology/Data Meetups
Interests: Play drums and guitar and have attended 50+ concerts. Traveled to Thailand, Brussels, Germany, Netherlands, and skied in the Rockies, in past year. Adrenaline junkie, but also enjoy camping, meditation, and board games.
Data Blog: *https://willewonkasdatafactory.wordpress.com/*