

CAMERON CLEMONS

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Communications & Marketing | Content Strategy | Social Media | Project Coordination

SUMMARY

Communications senior (PR concentration, 4.0 GPA) who builds audiences and products end-to-end: grew an independent media brand to 99K+ views on a single post and launched a live web app. Seeking a marketing, communications, business development, or project coordination role. Open to relocation.

SKILLS

Marketing & Communications: Content Marketing, Social Media Strategy, Audience Engagement, Brand Storytelling, SEO, Analytics Tracking, Content Calendar Planning

Tools: Canva, Photoshop, CapCut, WordPress, OpusClip, Notion, Microsoft Excel, Microsoft Word, No-Code App Building (Emergent AI)

Professional: Written & Verbal Communication, Customer Service, Project Coordination, Training & Onboarding, Time Management

EXPERIENCE

Founder & Content Creator — IDKYETMEDIA Oct 2024 – Present

- Earned 99K+ views and 2,700+ engagements on one Instagram post; 158K views on one TikTok post
- Drove 170K+ TikTok views and 48.6K engagements in August 2026 through narrative-driven content strategy
- Reached 94.9% non-follower audience on Instagram, expanding organic discovery beyond existing followers
- Tracked cross-platform analytics to refine content strategy; top Reel earned 4.9K views and 71 saves
- Scheduled content with OpusClip; applied SEO keywords, headlines, and meta descriptions on WordPress blog
- Created branded visuals in Photoshop and Canva; collaborated with St. Louis artist Yunmakai on promotion

Personal Shopper — Walmart, Maplewood, MO Sep 2023 – Present

- Support fulfillment of 700+ daily customer orders using handheld scanning and inventory database systems
- Ranked top 3 of 20 pickers per shift in picking and order staging; met 100+ pick-rate standard
- Trained nearly 40 associates, reducing customer wait times 2 minutes during peak holiday volume
- Resolved out-of-stock issues for ~15 customers per shift through independent substitution decisions

PROJECTS

Founder & Product Lead — Auxwinner (auxwinner.netlify.app) 2026 – Present

- Launched live playlist-battle web app on Netlify; defined core concept and end-to-end user flow
- Scoped v2 roadmap (Supabase auth/database, Spotify API), sequencing build phases from prototype to data-backed product

Founder & Product Lead — “Who U Are :)” (IDKYETMEDIA) 2026 – Present

- Authored 7-factor product rubric and content model (8 archetypes x 5-item arcs) to standardize content decisions

Student Project Lead — Community Clothing Drive, Harris-Stowe State University Aug 2025 – Nov 2025

- Led 6-week clothing drive with five-student team and nonprofit ReFresh; contacted 4 organizations, collected 6 bags (~20 lbs)
- Compiled participation data into final report on community needs and project outcomes

EDUCATION

B.A. Communications, PR Concentration — Harris-Stowe State University, St. Louis, MO Aug 2025 – May 2027 (expected)
GPA: 4.0

A.A. General Transfer Studies — Saint Louis Community College, St. Louis, MO Aug 2023 – May 2025
Dean's List, Fall 2024

Certification: Microsoft Word — Introductory Certification, Cengage (2025)