

Jamila Campbell-Allen

Creative Program Manager

jamila-ca@outlook.com · +14374553217

Creative program manager with 4+ years building trust-based, high-engagement communities across 13 global markets at LinkedIn. Known for authentic, empathetic leadership that earns fast trust with creators and cross-functional stakeholders. Paired with the operational rigour to turn client needs into campaigns and experiences that deliver.

Skills

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|--------------------------|----------------------------|--------------------------------|
| ■ Community Management | ■ Data Analysis | ■ Partnerships Strategy |
| ■ Stakeholder Management | ■ Relationship Building | ■ Event Management |
| ■ Budget Management | ■ Creative Production | ■ Cross-Cultural Communication |
| ■ Client Liaison | ■ Social Analytics | ■ Project Management |
| ■ Claude Gemini | ■ Google Suite MS Office | ■ Emotional Intelligence |

Professional Experience

LinkedIn

Community Program Manager | June 2022 – June 2026

- **13% managed creator community growth in 6 months** – Built trust-based relationships with creators, influencers, and leaders, advising them on building their personal brand on LinkedIn and running hyper-local campaigns from briefing to delivery.
- **0 to 2,000 subscribers in two episodes** – Led a cross-functional production team spanning Marketing Solutions and Editorial to launch the "In Good Company" podcast, owning guest relationships, content shoot logistics, and a talent funnel that moved senior leaders into always-on editorial programming. Created platform native-content for YouTube, LinkedIn, Instagram and Shorts.
- **44k to 88k follower growth for featured creators** – Directed the ground-up relaunch of the Top Voices franchise across 13 markets: rebuilt the SOW, content workflows, and aligned stakeholders across PMM, Marketing, and Design.
- **75% weekly posting retention rate** – Built the community content calendar and workflows for a 1,500-instructor content program from scratch, driving sustained engagement post-launch.
- **\$30k annual budget management** – Owned end-to-end planning and vendor negotiation for a \$30k annual production budget, delivering \$5k under budget while scaling community engagement.

Qube

Fan Experience Producer | April 2023 – Present

- **Shaped fan and artist experience across two series of "Unreleased"** – Worked directly with emerging artists, incorporating their feedback into iteration and delivery.
- **Led on-site safety and experience coordination** – Built trust with artists and their teams for fans and artists during live studio sessions.

Sussex Innovation

Account Manager | June 2020 – July 2021

- **£700,000 raised across five startups** – Led relationship management for 40 SaaS founders, brokering the raise through consistent, trust-first stakeholder engagement via HubSpot.
- **Sourced and scoped new founder relationships** – Conducted independent market research using Beauhurst and YCombinator.
- **Landed coverage in TechCrunch and Electronics Weekly** – Managed press and PR stakeholder relationships, coordinating release copywriting and distribution.

Freelance Content Creator

@thebrunchcritic | September 2020 – Present

- **2.4M views, 212K likes** – Built an engaged community from scratch with viral series "Trailing Keith Lee", resulting in 2.4 million views, 212k likes, and 2,000+ shares on TikTok.
- **4x weekly output** – Managed end-to-end production using CapCut, Adobe Lightroom, and Premiere Pro.
- **Negotiated collaborations with global brands** – Partnered directly with UK PR representatives (Meatless Farm, GoPuff) to deliver briefs.

Education and Qualifications

University of Sussex

BSc International Business, First Class

- Key Modules: Marketing Analytics · Product Innovation · International Marketing Strategy
- Qualification: Chartered Marketing Institute – Level 5 Leadership and Management Diploma