

Camille Phipps

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Profile

I'm an ambitious recent graduate with a BBA in Marketing, eager to grow my experience in the music and live entertainment industry. I aim to use my background in various music industry positions and the skills I've developed through past roles to contribute to the success of others.

Education

Georgia College & State University | BBA in Marketing | GPA: 3.62 | May of 2026

Relevant Experience

Social Media and Website Manager - WGUR 95.3FM **December 2023-May 2026**

- Managing social media platforms and website by posting DJ schedules & spotlights, member achievements, and news about WGUR, grew followers by 600, a 32% increase.
- Leading 2 practicum students per semester, demonstrating strong communication and leadership skills.
- Collaborating cross-functionally with executive leadership, programming, and underwriting teams to align promotional efforts with organizational goals.
- Promoting station events, concerts, and music festivals. Accumulated 250+ ticket sales for WGUR's annual music festival through targeted digital marketing strategy.

Marketing Intern - The Masquerade **May 2025-August 2025**

- Booked, planned, and promoted concert showcase with 4 local bands, generating 100+ ticket sales through collaborations with local businesses and publications.
- Uploaded showcase tickets onto Ticketmaster and designed flyer art on Adobe Illustrator.
- Produced social media content, analyzed digital engagement and photography, edited video footage of interviews, and segmented artists.
- Analyzed engagement metrics and trends to adapt content strategies aligned with business and artist goals.

Box Office Crew - C3 Presents | Shaky Knees **September 2025**

- Supported festival operations by facilitating ticket sales, wristband distribution, and efficient service through Front Gate ticketing software.

Underwriting - WGUR 95.3FM **May 2023-December 2023**

- Secured local business sponsorships and underwriting campaigns for on-air promotion.
- Assisted in budgeting and fundraising for station events and concerts.
- Gained foundational experience in music-related sales, partnerships, and team coordination.

Additional Experience

Server - Essē **April 2024-May 2026**

- Delivering high-quality service to members and guests in a premium hospitality environment and obtaining key information about the property and restaurant.
- Strengthening interpersonal, listening, and relationship-building skills critical to account management and sales roles.
- Adapting to constant turns of events, memorizing weekly dinner specials and menu changes. Created communication and personal relations skills by working in the hospitality industry for over 4 years.

Awards

Intercollegiate Broadcasting System – New York Conference 2026

- Best Social Media Director, Finalist
- Best Community Outreach Event, Finalist

College Media Association – New York Conference 2024

- Best Social Media Engagement, 2nd place