

TRAVIS CAMPBELL

Creative Strategist & Marketing Specialist

Cape Town, Western Cape, South Africa
travis@freshlysqueezedagency.com
linkedin.com/in/travisalancampbell
www.traviscampbell.co.za
+27 82 772 9166

PROFESSIONAL SUMMARY

Creative Strategist and Marketing Specialist with 10+ years of experience building and scaling brands across e-commerce, technology and entertainment industries. A results-driven professional skilled at optimising organic and paid marketing campaign performance through detailed data analysis, concept development and forward-thinking creative direction.

PROFESSIONAL EXPERIENCE

AJILE CO. | CREATIVE STRATEGIST - CONTRACTOR | US

FEBRUARY 2026 - MAY 2026

- Owned creative strategy for high-growth DTC brands, handling ideation, concept development, performance analysis, and optimisation.
- Overhauled client brand kits, shifting brand messaging from discount-led to USP-driven narratives that improved audience conversion rates.
- Solved creative fatigue and bidding issues in Meta Ads scaling campaigns, resulting in 39x peak ad ROAS and a 100% increase in Add-to-Cart rates.
- Implemented AI workflows (Claude, Gemini, Wispr Flow) to scale creative output and reduce production time for ad concepts and briefs.
- Worked closely with the CEO to audit prospective clients' Google Ads accounts and brand kits to directly support new business acquisition.

SHOP AUTHENTIC | MARKETING SPECIALIST - CONTRACTOR | RSA

NOVEMBER 2025 - PRESENT

- Developed a full-funnel creative, brand and marketing strategy to grow online visibility and drive revenue for a newly launched e-commerce store.
- Redesigned the website with optimised UI, UX and CX, increasing ATC rates by 115% and gross order volume by 1,800% over a 6-month period.
- Increased sales revenue by 1,600% through conversion-focused Meta and Google campaigns, using audience targeting to isolate high-intent buyers.

FLYBOX | MARKETING LEAD - FULL-TIME | UK

MAY 2024 - NOVEMBER 2025

- Led a complete brand repositioning strategy to establish a technology-focused identity and strengthen market authority.
- Directed a website rebuild and SEO strategy to align with brand repositioning, increasing user acquisition by 234% and inbound lead volume by 84%.
- Owned lead generation end to end, managing HubSpot segmentation, newsletter design, and cold outreach campaigns targeting decision-makers.
- Grew the company's LinkedIn following by over 35% in under 12 months by implementing a product-focused and industry-focused content strategy.
- Produced investor, grant and sales decks that contributed to securing Innovate UK funding and winning the FoodTech Challenge 3.0.

ATLAS OIL & CHEMICAL | HEAD OF MARKETING - CONTRACTOR | RSA

APRIL 2021 - FEBRUARY 2025

- Implemented an end-to-end rebrand strategy to modernise the brand identity and reinforce the company's positioning as an industry leader.
- Designed all company branded assets to reflect modernised brand identity, including vehicle wraps, banners and event promotional material.
- Redesigned the website to improve UX, UI and CX, growing organic traffic by 325% and securing a top-10 SERP ranking for industry keywords.
- Shifted the organic content strategy from hard-selling to pain-point narratives, growing the total social media audience by 113%.

ATLAS AVIATION LUBRICANTS | HEAD OF MARKETING - CONTRACTOR | RSA

APRIL 2021 - FEBRUARY 2025

- Led a complete rebrand strategy to improve brand identity, brand visibility and brand positioning, while scaling audience growth and engagement.
- Developed an improved content marketing strategy focused on video, UGC, and product-focused media, growing organic social reach by over 2,900%.
- Generated 453 targeted conversions and a peak 4.20% CTR on Google Ads by prioritising high-intent search terms and refining keyword targeting.
- Coordinated designers, developers, and influencer partners to produce branded assets for industry conferences, competitions and affiliate marketing.

SKILLS & SPECIALITIES

Data Analysis & Market Insights | Strategy Development | Campaign Planning & Briefing | Project & Operations Management | Workflow Optimisation
Performance Analysis & Reporting | Team Management | Problem Solving | Strategic Thinking | Leadership | Communication | Emotional Intelligence

TOOLS & PLATFORMS

Google Ads | Google Analytics | Meta Ads Manager | LinkedIn Ads | Hubspot | Google Workspace | Trello | Claude | Klaviyo | Foreplay | Looker Studio
Notion | Figma | Ads Transparency Center | Meta Ad Library | Google Search Console | Gemini | SEMrush | Adobe CC Suite | Google AI Studio

REFERENCES

Larry Kotch
CEO - Flybox
larry@flybox.bio
+44 7854 385787

Alex Miller
CEO - Ajile Co.
alex@ajileco.com
+1 (484) 881 2088

Steve Cloete
Director - Atlas Oil
steve@atlasoil.co.za
+27 82 906 2655

EDUCATION

Shaw Academy
2016 - 2017
Digital Marketing Diploma
(Advanced Programme)

University of the Witwatersrand
2009 - 2011
Bachelor of Arts
(Coursework Completed)