

Cameron Stefanski (he/him/his)

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I'm Cameron, a creative professional and multi-hyphenate with a background in non-profit development, social media marketing, and arts management. Building effective strategies and interpersonal relationships have really fueled my success, and I look forward to continuing that work with organizations and creative opportunities that align with my humanitarian spirit!

Professional Experience

989 Creative Group LLC

989creativegroup.com
Principal Curator + Owner

REMOTE/Gaylord, MI

@989creativegroup
July 2020-present

- Operates full-service freelance creative marketing, consulting, and venture studio that specializes in creative solutions through storytelling and impactful and organic strategic marketing.
- Provide authentic and customized project proposals to shape clients' unique brand identities and needs.
- Implement and evolve genuine partner and client relationships through networking & project execution
- Builds creative brand experiences for clients using storytelling and proven strategies as a catalyst. Thus, moving businesses, nonprofits, and socially conscious brands and their digital marketing and development needs forward.

After The Storm MI

Disaster Case Manager, Gaylord Tornado Recovery Project

Otsego County, MI/REMOTE

July 2022-January 2023

(6-month temporary contracted position)

- Serve as a primary point of contact, assisting the Client in coordinating necessary services and resources to address 50+ clients and their complex disaster recovery needs in order to re-establish normalcy from the tornado that struck Gaylord
- Facilitate and encourage clients to play an active or lead role in their own disaster recovery
- Network with other local, state, and federal organizations to guide clients through the recovery journey
- Design and present funding requests for Clients unmet financial needs to Unmet Needs Committee

Starbucks

Barista

Gaylord, MI

Dec 2020-Sep 2022

- Bartending (non-alcoholic) experience through customer support and service.
- On-going efforts in creating a great customer experience at Starbucks through relatability, time management, cash management, and attention to detail with every customer's experience.
- Work closely with other Starbucks partners to ensure quality products for our customers through the speed, efficiency, and salesmanship of Starbucks' business model.

Michigan Brew

Marketing and General Manager

Grayling, MI

May 2021-Nov 2021

- Cultivated relationships with internal staff and the small business' external community by raising awareness of upcoming creative campaigns through the thoughtful engagement of digital content, marketing, and interpersonal communications.
- Managed all online marketing and development, which included redesigning the company's website, overhauling the social media strategy, and creating new and engaging content daily via Adobe Creative Suite and Canva that was championed by 50,000+ weekly impressions across several media channels.
- Produced live ticketed events, raising brand awareness and community engagement through private dinners, live music, and business networking events that increased the annual net income goal by more than 50%.
- Created a streamlined process for internal communication between management and 25 employees through the use of Slack and the When I Work scheduling tool ensuring a more transparent, welcoming workplace culture.

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Professional Experience (continued)

French Woods Festival of the Performing Arts

Hancock, NY/ Ft Lauderdale, FL

Development Director | Assistant to the Executive Director (Foundation)

2016 - 2020

Assistant Program Director, Traveling Recruitment Representative

- Fundraised and sustained annual scholarship program, assisting 150+ recipient hopefuls in successfully applying.
- Initiated and delivered 25 targeted donor Call-to-Action campaigns to raise an annual fund budget goal of \$200k through social media and digital marketing, live and virtual events, and corporate sponsorships.
- Managed a team of 4 through event planning, a complete website redesign, social media campaigns, ongoing press releases, event design & coordination, and annual budget and strategic plan implementation.
- Measured impact through data research and analytics from donor surveys, reviews from sponsors, and impressions from community engagement to successfully execute an annual impact report.
- Collaborated and communicated with CFO and CEO to successfully ensure the organization's strategic plan and key deliverables were met on time and within budget.
- Cultivated curriculum for students with specialist departments and their team leads for each program through a successful analysis of attendance, outcomes, and surveys of each course.
- Planned and traveled individually as a camp representative to over 25 expos, fairs, and open houses to perform successful presentations that signed up <5 campers per trip at an annual rate per camper of \$6,500 for a 3-week session of camp programming.

Midland University Performing Arts

Omaha, NE

Administrative Assistant, Social Media Team Member

Aug 2018-May 2019

- Collaborated with the Midland Performing Arts staff regarding all aspects of administrative office tasks, email campaigns, event planning, social media management, and donor services.
- Created content for the website, social media platforms, and campus-wide email campaigns.
- Proofread and edited press releases to promote shows with local newspapers, as well as keeping track of a press list of local press professionals to invite to each show within the University's season.

Nonprofit/Volunteer Experience

The Rainbow Cloud Project (TRCP)

[@therainbowcloudproject](https://www.therainbowcloudproject.org)

Founder, President & Creative Director

Remote/Michigan USA

Jan 2020-Present

- Assemble & collaborate with a team of 7 board members and 10 volunteers that work to govern, advise, and continually implement the mission of the project, and work with the board members in fostering the nonprofit's mission to become an official not-for-profit public charity.
- Established The Rainbow Cloud Fund, which has currently raised over \$5,000 for members of the LGBTQ+ community & their businesses seeking unrestricted financial aid.
- Fashion storytelling and digital advocacy movement online for LGBTQ+ individuals and their allies that earned 300,000+ impressions across Facebook, Instagram, Twitter, Pinterest, Tik Tok, LinkedIn, and weekly email updates.
- Design, execute and update a complete templated website on Wix Suite, as well as design daily creative content on Canva and Adobe Creative Suite that fruitfully propels that project's media channels.

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- Produced, mixed, and promoted podcast on Spotify, Apple Music, and Anchor: 'Coming Out of the Storm' where guests share moments of adversity through rewarding interviews and storytelling.
- Edit video content via iMovie, Canva, and Beatleap for YouTube, Instagram Reels/IGTV, and TikTok.
- Conducted market and community engagement research to identify appropriate target audiences through analyzing insights and impressions on Meta Business Suite to determine the best strategy and execution for creative content.
- Digested national nonprofit annual survey results regarding LGBTQ+ rights and mental health initiatives via The Trevor Project and Human Rights Campaign to define best practices in implementing our DE&I initiatives.

The Karing Home Youth Project

Chair, Communications & Development

Remote/Gaylord, Michigan, USA

May 2019-Present

- Consult and develop the organization's nonprofit development and building fund through the creation of its strategic and business plans. Initiated and executed board member job descriptions and expectations.
- Simultaneously coordinate 15 fundraising and development projects through the design of monthly newsletters, email blasts, website updates, and events for 501(c)(3) using Google Suite, Squarespace Marketing tools, and Canva.
- Engage and onboard 1,000+ members through community engagement across 5 social media channels
- Configure donor databases, working alongside legal counsel, community leaders, board members, and senior staff to implement the nonprofit's continued mission and vision in helping young people overcome homelessness.
- Launch and execute Holiday Care Package and Crisis Care Program that provides 120 teens basic necessities, gift cards for food, and holiday gifts in collaboration with local school administration to ensure outreach and community engagement initiatives goals of the organization were met.

The Young Americans International Music Outreach Touring Company

Performer, Teaching Artist, Business & Merchandise Assistant

International

2014 -2017

- Assisted the Business/Merchandise Manager with merchandise sales and marketing, till counting, product inventory, budgeting, and merchandise display design/setup for each tour stop.
- Traveled to Japan, Germany, Poland, Czech Republic, France, the Netherlands, Canada, and North America, working with local entities to produce music outreach programs and build out successful shows.
- Performed in The Young Americans in Concert and successfully taught Young Americans Signature Music Performance workshops to youth and adults in music and performance-based programs across the globe.

EDUCATION

Midland University – Fremont, NE 2018 – 2020

BA-Arts Management *(Business and Arts Management)*

**Omaha Performing Arts Education Intern (Jan 2020-March 2020)*

The Young Americans College of the Performing Arts (YACPA) - Corona, CA 2014 - 2017

AA –Associates of Arts *(Business Management and Dance Performance)*

Skills

Digital Marketing, SEO Optimization, Social Media Management, Project Management, Graphic Design, Adobe Creative Suite, Event Planning, Strategic Planning, B2b SaaS marketing