

HOLLIS CAMERON

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SUMMARY

Marketing and operations leader with 15+ years building the operating systems, demand-generation engines, and brand storytelling that turn strong products into measurable growth. Runs marketing on a disciplined, Traction/EOS-based operating rhythm with clear priorities, accountable ownership, and quarterly execution. Layered with behavioral-science-driven positioning (grounded in a B.A. in Psychology and Decoded-informed messaging frameworks) that connects brand trust to conversion. Career track record: 110% revenue growth in one year at Lemonlight, doubled annual revenue in year one at Moxie Institute, a 32% conversion lift for Carwiser, an 18% lift in qualified B2B leads for Nestlé Nespresso, a 20x-ROI marketing engine for a nonprofit turnaround, and scaling a SaaS platform from 0 to 300 clients. Former owner-operator of an overlanding ecommerce business. Has led teams across marketing, agency operations, and film production, and has produced content for clients from Aston Martin and Marie Claire to National Geographic and NBC.

CORE COMPETENCIES

Marketing Operating Systems (EOS/Traction) | Behavioral & Insight-Driven Marketing | Demand Generation & Performance Marketing | Ecommerce & DTC Marketing | Content Strategy & Creative Direction | Video & Brand Content Production | Team Leadership & Development | Agency & Partner Management | Events, Trade Shows & Experiential Marketing | Overland & Outdoor Industry Experience | CRM & Lifecycle Automation | B2B/Dealer Channel Marketing | Data-Informed Decision Making | Cross-Functional Collaboration | A/B Testing & Growth Experimentation | GDPR / CCPA / CAN-SPAM Compliance

PROFESSIONAL EXPERIENCE

Founder — HMC Marketing

San Diego, CA | Dec 2022 – Present

- Operate as a fractional marketing leader for consumer technology and growth-stage clients building the operating rhythms, prioritization systems, and accountability structures (Traction-based quarterly priorities and scorecards) that bring order to fast-moving marketing functions.
- Specialize in finding the lowest-effort, largest-return growth lever for each business and building the confidence and systems to execute: demand generation, CRM/lifecycle programs engineered around behavioral triggers, and conversion optimization.
- Manage agency and freelance/contractor relationships on behalf of clients, setting priorities and evaluating performance against business objectives.
- Nestlé Nespresso (B2B growth engagement): built a behavioral-copywriting outbound program that generated 1,000+ qualified commercial leads and delivered an 18% national lift in qualified leads for the business excellence team.
- Carwiser: audited and restructured the full conversion funnel, using trust-signal placement and friction reduction to lift conversion 32% with zero increase in ad spend.
- New York Real Estate Expo: led a multi-channel event-marketing and ticket-sales campaign against an aggressive 30% growth mandate, driving 3,000+ incremental ticket sales in two months and growing total event attendance past 15,000.

Owner & Operator — ExploreOutdoor (Overlanding Ecommerce)

San Diego, CA | Mar 2020 – Aug 2023 | owned and operated alongside full-time roles

- Acquired and ran an overland equipment outfitting ecommerce business with full P&L ownership of merchandising, marketing, and site operations across 300+ products from 50 outdoor/overland brands.

- Owned paid acquisition end to end including; Facebook Ads and Google Shopping campaigns driving \$500K in annual revenue.

Director of Marketing — Lemonlight (On-Demand Video Production)

Marina del Rey, CA | Jan 2021 – Dec 2022

- Managed a \$3M marketing budget and led a marketing team of 6 plus outside contractors, building the company's first unified CRM and marketing operating infrastructure and establishing the planning cadence and reporting structure that broke three years of revenue stagnation and drove 110% revenue growth in one year.
- Owned content strategy and creative direction across lifecycle and acquisition channels, aligning messaging, publishing cadence, and campaign creative to commercial goals.
- Partnered cross-functionally with Product, Engineering, and Sales to align marketing investment with revenue targets and the product roadmap.
- Directed marketing execution and vendor/agency relationships supporting multi-channel campaign delivery.

Marketing Director — Moxie Institute (Executive Communications Training)

San Diego, CA | Aug 2018 – Jan 2021

- Led a core team of 2 plus outside contractors and virtual assistants; owned the full marketing strategy, the professional services department, and internal operations systems and processes, proposals, contracts, invoicing, and project management.
- Doubled annual revenue within the first year by architecting and executing an integrated growth and lifecycle marketing strategy built on the Traction methodology.
- Led full-funnel acquisition and community engagement: Google Ads at 6:1 ROAS, 600% organic traffic growth, and a top-3 national keyword ranking, across SEO, SEM, PPC, email, video, social, and web programs.

Executive Director — Bankers Hill Club (Disabled Veterans Nonprofit)

San Diego, CA | Jan 2018 – Jun 2018

- Created and executed a turnaround strategy that tripled year-over-year donations and overall revenue within three months; organized the largest fundraiser in over 15 years.
- Built a marketing engine delivering over 20x ROI, formed 25 strategic partnerships, and restructured operations for long-term growth.

COO — Youtily (SaaS Marketing Platform)

San Diego, CA | Oct 2015 – Aug 2018

- COO of a 20-person SaaS company with 6 direct reports; responsible for day-to-day management plus strategy and business planning. Spearheaded commercialization of the platform, scaling from 0 to 300 clients in 18 months.
- Implemented KPI frameworks and performance dashboards that drove a 60% increase in sales conversion and a 5% reduction in churn.
- Designed onboarding sequences and segmentation logic that improved customer LTV and activation, an early, practical application of the behavioral decision-science principles now core to my approach.

Chief Operating Officer — Anacom Media (Digital Marketing & Video Production Agency)

San Diego, CA | Jan 2012 – Aug 2015

- COO of a full-service digital marketing agency; managed a team of 10 plus a network of contractors owning process refinement, department profitability, team building and staff development, and company structure.
- Structured and implemented programs and policies for training, compensation, incentives, and new-employee orientation that supported sustained office growth.
- Led client engagements spanning brand messaging, video production, research, PPC, and lead generation for organizations including the Navy SEAL Foundation, The Honor Foundation, UCSD, UC Irvine, Biocom, and Digital Map Products.

Founder & Producer — Succinct Productions (Video Production)

Los Angeles, CA | Oct 2010 – Aug 2015

- Founded and ran a video production company from the ground up — built the business structure, hired and onboarded staff, developed strategic partner relationships, and produced projects end to end.
- Produced brand and campaign content for clients including Aston Martin, Marie Claire, Stanford, Harvard, UCSD, and Biocom, and music videos for Nicki Minaj, Kid Ink, and Steve Aoki; team content delivered through Travel Channel, Discovery, Paramount Digital, NBC, CBS, National Geographic, CNN, and Lifetime.
- Managed film productions with budgets over \$400K and launched 20+ marketing products from inception through funding to release.
- Produced campaigns that raised \$1.5 million for spinal cord research — the cause that inspired ongoing community work with the Reeve-Irvine Research Center.

EARLIER CAREER

Production Manager, Edge West / National Geographic (2018) — Planned, coordinated, and executed delivery of 2 hours of content to National Geographic: 36 unique San Diego stories produced on a three-week schedule, in close collaboration with renowned showrunner Philip Day.

COO, The Guru (2015) — Chief Operating Officer for a San Diego consumer services company.

Head of Production, 451 Degrees (2005–2008) — Built the production process for covering multiple weekly nightlife events; and structured a weekly content deal with NBC San Diego and 944 magazine.

EDUCATION

New York University (NYU) — B.A. in Psychology, 2004–2008

Vancouver Film School — Entertainment Business Management, Valedictorian, 2009–2010

Vistage Executive Leadership Program, 2015–2017 (Chair: Dale Robinette)

CERTIFICATIONS & PLATFORMS

Certifications: HubSpot Certified | Google Search Certified | Google Shopping Certified | Harrison Assessment Certified (talent/people analytics)

Platforms: HubSpot, Infusionsoft, Klaviyo, Emarsys, GoHighLevel, Salesforce Marketing Cloud, Google Analytics, Google Ads, Meta Ads Manager, TradeDesk

COMMUNITY & LEADERSHIP

- Founder, San Diego Digital Marketing Meetup — built and led a recurring community and events program from the ground up.
- Community Ambassador: Challenge Center | Reeve-Irvine Research Center (UCI)