

MICHAEL CAMERON

CHIEF MARKETING AND COMMUNICATIONS EXECUTIVE | BRAND | GROWTH | MEDIA | ENTERTAINMENT

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EXECUTIVE PROFILE

Transformational C-suite marketing executive with 24+ years driving brand growth, revenue expansion, and cultural relevance across major Hollywood studios, global consumer brands, and nationally scaled mission-driven organizations. Proven architect of campaigns for **Warner Bros., Lionsgate, Summit Entertainment, and Relativity Media** — spanning franchise properties including *Man of Steel*, *The Hunger Games*, and *The Hangover Part III*. Combines Hollywood-scale execution with entrepreneurial revenue generation — raising \$3M against a \$150K budget (20x ROI) and scaling an organization from \$1.5M to \$9M+ in annual revenue. Deep expertise in AI-driven marketing, documentary film production and distribution, national media deal-making, and audience platform growth.

CORE COMPETENCIES

◆ Brand & Revenue Growth Strategy	◆ Hollywood Studio Campaign Management	◆ Documentary Film Production & Distribution
◆ National Media & Syndication Deals	◆ Fundraising & Development (20x ROI)	◆ 360° Digital & Social Campaign Execution
◆ AI-Integrated Marketing Strategy	◆ Streaming Platform Distribution	◆ Content Strategy & Publishing
◆ Audience Scaling & Database Growth	◆ Executive Communications & PR	◆ P&L Oversight & Budget Management

PROFESSIONAL EXPERIENCE

Mighty Oaks Foundation — Chief Marketing & Communications Officer | 2018 – Present

National nonprofit serving veterans, active duty military, and first responders — scaled from regional program to nationally recognized brand under direct marketing leadership.

- **Revenue Scaling:** Drove organizational revenue from \$1.5M to \$9M+ annually through a content-led, multi-platform brand strategy — a 6x increase over tenure.
- **Fundraising ROI:** Generated \$3M in year-end campaign revenue against a \$150K marketing budget, delivering a 20x return through precision donor activation and integrated campaign execution.
- **Documentary Production & Distribution:** Executive produced two award-winning documentary films, negotiating distribution agreements with major national streaming platforms.
- **National Media Partnerships:** Negotiated landmark partnership with Salem Media Group — the nation's largest Christian radio network — launching nationally syndicated radio and podcast programming reaching tens of millions.
- **Publishing & Content:** Launched multiple national best-selling books (Wall Street Journal & LA Times lists) and developed nationally syndicated programs across streaming platforms.
- **Digital Audience Growth:** Increased web traffic 500%+ and grew owned audience database by 10,000%+ through integrated content, SEO, paid media, and community strategy.

Digital Media Management — Digital Manager — Film & Entertainment | 2012 – 2013

Agency specializing in digital campaign strategy for major Hollywood theatrical releases and studio franchises.

- **Major Studio Partnerships:** Led digital and 360° social campaigns for Warner Bros., Lionsgate, Summit Entertainment, Relativity Media, and Tyler Perry Studios across theatrical releases.
- **Franchise Properties:** Executed campaigns for Man of Steel, The Hunger Games, The Hangover Part III, We're the Millers, and major Tyler Perry releases — managing cultural moments at global scale.
- **Audience at Scale:** Managed entertainment communities totaling 20M+ followers, executing high-velocity content, paid amplification, and engagement strategies for blockbuster releases.

Stone Brewing Co. — Senior Digital Strategist | 2013 – 2015

One of the world's largest craft breweries, generating \$167M+ in annual revenue with global distribution across 50+ countries.

- **Global Digital Strategy:** Architected and led full digital marketing strategy for a \$167M global consumer brand — driving international brand awareness and community growth.
- **World-Record Crowdfunding:** Designed and executed a crowdfunding campaign raising \$2.5M in 30 days — the largest in the craft beverage category at time of launch.

S E L E C T E D B R A N D & S T U D I O P O R T F O L I O

**Warner Bros. • Lionsgate • Summit Entertainment • Relativity Media • Tyler Perry Studios • Stone Brewing Co. •
Salem Media Group**

Man of Steel • The Hunger Games • The Hangover Part III • We're the Millers • Tyler Perry Franchises

E D U C A T I O N

Arizona State University — B.A. Communications, Cum Laude

Portfolio, campaign case studies, and streaming distribution credits available upon request.