

Campbell Boulanger



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Experience

DRIVEN BRANDS – MEINEKE CAR CARE

Charlotte, NC

Marketing Lead – Brand, Creative & Design

April 2024 – Present

- Spearheaded brand identity and creative direction, ensuring cohesive marketing strategies across channels.
- Oversaw brand development, creative campaigns, and design initiatives, collaborating with internal teams and external partners to create compelling and effective marketing materials.
- Led cross-functional projects to align design, messaging, and strategy with growth and marketing objectives.
- Managed creation, distribution, and design of internal communications for franchisees, including bi-weekly newsletters, monthly marketing newsletters, and one-off sends.

Marketing Coordinator – CRM & Social Media

May 2022 – April 2024

- Develop and maintain relationships across the Meineke Car Care franchise system to support marketing efforts within the northeastern territory.
- Maintain relationships with creative agencies and provide input/feedback for creative campaigns.
- Coordinate new marketing campaigns including timeline, budget, and logistics.
- Create and maintain a monthly social media content calendar for internal use.
- Manage daily social media engagement and schedule posts on Facebook, and Instagram.
- Create customized pieces of content for franchise owners using Adobe Create Suite for digital and in-store use.

TEAM-ONE AUTOMOTIVE

Broken Arrow, OK

Social Media Manager

November 2017 – May 2022

- Created over 600 pieces of original automotive-themed content for use on Instagram, Facebook, and TikTok.
- Grew Instagram followers organically to 1,950+ resulting in \$45,252 in increased revenue from social media conversions from 17'-21'.
- Planned, organized and marketed 5 car-themed events to increase brand awareness within a specific target market.
- Used E-Mail follow-ups, QR codes, social media, and Linktree to increase Google reviews by 126.
- Oversaw all digital sales inquiries. Assisted owners with management, customer service, and day-to-day tasks.

SANDLAPPER CHAPTER – BMW CCA

Columbia, SC

Board Member – Social Media Director

January 2023 – Present

- Led initiatives to optimize the chapter's social media presence, increasing awareness of the BMW CCA and the Sandlapper Chapter.
- Analyzed social media metrics and created visualizations with actionable recommendations for quarterly board meetings.
- Focused on strategies to increase and retain group membership through targeted social media campaigns and engagement efforts.

Education

OKLAHOMA STATE UNIVERSITY

Stillwater, OK

Double Degree, Bachelor of Science (B.S.B.A), General Business & Marketing
International Business Minor
Magna Cum Laude Honors

Certifications

Google Data Analytics Professional Certificate
Vanderbilt Prompt Engineering Specialization
Google AI Essentials

August 2024
September 2024
September 2024

Recognition

Driven Brands – Employee of the Quarter
Meineke – Employee of the Month

April 2024
December 2022