
CHARLES MCBRYDE CAMPBELL

PROFILE

Young professional with strong academic record, six years civic and political experience, and three years social media and digital marketing experience.

EDUCATION

UNIVERSITY OF SOUTH CAROLINA, COLUMBIA, SC - BACHELOR OF ARTS IN HISTORY AND RELIGIOUS STUDIES - 2017 - PHI BETA KAPPA - MAGNA CUM LAUDE

EXPERIENCE

LEGISLATIVE ASSISTANT, OFFICE OF THE LIEUTENANT GOVERNOR, 2013-2017
Assisted Senator Kevin L. Bryant for three years as a page in the South Carolina State Senate until his accession to the office of Lieutenant Governor in 2017. Hired by the office to assist the transition and remain until university graduation.

PRESIDENT, THE EUPHRADIAN SOCIETY – 2016 - 2017
Presided over the oldest student organization at the University of South Carolina. Organized retreats, conducted interviews, arranged events featuring internationally renowned speakers. Elected to the Board of the Euphradian Foundation in May of 2017.

STAFF – STUDENT PRESIDENT, TEENPACT LEADERSHIP SCHOOLS – 2012 - 2014
Led classes of up to several hundred student leaders in weeklong civic leadership seminars at State Capitols across the United States. Elected by the 3000+ national student population to represent student interests to the Board of Directors.

DIGITAL MARKETING, CHARLES MCBRYDE CREATIVE – 2014 - PRESENT
Negotiated contracts with retail companies, lifestyle brands, resorts, restaurants, digital consulting firms, and political campaigns to provide assistance with social marketing, content creation, and social media management. Clients include American Eagle, Granger Owings Classic Clothiers, Marco Rubio For President, Brooks Brothers, Ralph Lauren, American Eagle, Johnston & Murphy, Cartier, Kiel James Patrick, and J. McLaughlin.

SKILLS

Strong leadership capability. Fluent in Instagram marketing and development. Experienced with Facebook page management and Twitter. Squarespace web design. Portrait, lifestyle, and retail photography. Viral marketing for Political campaign social media experience on the Presidential level.

REFERENCES AVAILABLE UPON REQUEST.