

Cameran Schwarz

COMMUNICATIONS, DESIGN AND MARKETING SPECIALIST

SUMMARY

Communications, design, and marketing professional with 6+ years of experience creating results-driven campaigns and media strategies in non-profit and agency spaces. Skilled in effective visual design, verbal communication, project coordination, and engagement. Thrives in fast-paced environments with a passion for arts accessibility and education.

EXPERIENCE

Brookline Arts Center

Director of Communications & Design

Boston, MA

Feb 2025-Present

- Develop, launch, and track cohesive visual and verbal communications across social media, email platforms, and print media; achieved 35% YOY increase in registration revenue
- Manage production and distribution processes for marketing materials, web content, press releases, and physical media at both organization and vendor levels
- Create effective regional media outreach strategies, facilitating continuous coverage of programming in publications like *The Boston Globe* and *Boston Art Review*
- Led multiple awareness campaigns incorporating graphic design, web and social media content generation, and events specifically to benefit local underserved communities

Marketing & Content Editor

Feb 2024-Feb 2025

- Established new brand identity for BAC including building a new website, printed marketing materials, and visual and verbal social media presence
- Created new visual and written elements of internal and external communication daily, including press releases, newsletters, website content, and social media copy
- Tracked performance of social media posts, paid Meta advertisements, Google Ads, and Mailchimp email campaigns to ensure correct targeting and maximum relevant reach
- Oversaw event planning communications internally and externally, including staffing support, registration, promotions, and pre- and post-event outreach

HATCH the Agency

Art Director

Boston, MA

Aug 2021-Jun 2023

- Executed artistic direction of numerous social, print, digital, television, and out-of-home campaigns for clients and the Agency, ensuring project specification adherence
- Maintained clients' and Agency's social media accounts across platforms, including post design, organic content creation, scheduling, and analytics
- Played lead role in agency promotions and marketing efforts; won major agency recognition in Adweek, AdAge, and 2023 Gail Awards for multiple campaigns
- Contributed to business acquisition efforts through proposal design and development, participated directly in client engagement sessions

Boston University Initiative on Cities

Communication & Design Coordinator

Boston, MA

Aug 2020-Jun 2021

- Designed social media campaigns, drafted and prepared emails, and created web content to promote the Initiative's urban policy research findings, fundraising opportunities, and events
- Played key role in data visualization, content creation, and print design to execute and publicize the nationally representative 2021 Menino Survey of Mayors
- Monitored social media engagement and played key role in identifying new outreach strategies for current university students and beyond

CONTACT

Brooklyn, NY 11221

(Relocation in progress)

518-491-2438

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EDUCATION

Boston University

May 2021

Bachelor of Science:
Communication, Advertising
Art History focus
Summa Cum Laude

SKILLS

Marketing Communications
Graphic Design

Content Editing

Social Media Strategy

Project Coordination

Non-profit and For-profit
Communications

Mailchimp

Adobe Suite

Microsoft Office

Basic HTML

*References are available
upon request.*