

CAMILLA GROTH

Creative Marketing Manager | Freelance Marketing & Design

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Creative Marketing Manager with 10+ years of experience driving brand strategy, marketing communications, and growth initiatives within B2B and manufacturing organizations. Known for translating complex ideas into clear, compelling narratives, leading high-performing teams, and delivering measurable business results through practical, well-executed marketing strategies.

PROFESSIONAL EXPERIENCE

Creative Marketing Manager
MacLean-Fogg | 2021 - Present

- Lead corporate brand strategy across digital, print, web, and social channels, ensuring consistency and alignment with business goals.
- Drive integrated marketing campaigns and content initiatives supporting corporate, divisional, and product-level priorities.
- Led a full in-house rebrand of the corporate website, increasing overall web traffic by 21% and generating an estimated \$50,000 in cost savings.
- Brought corporate newsletter production and design in-house, resulting in \$48,000 in annual savings and improved turnaround time.
- Increased organic social traffic by 10% in 2025 through a focused social media strategy and audience-driven content.
- Supported the launch of the company's first B2C brand by building a Shopify website, establishing social presence, executing targeted advertising, and improving organic traffic through SEO.
- Partner with executive leadership on marketing and communication initiatives that support growth, brand awareness, and organizational alignment.
- Manage and mentor the marketing team, including a Visual Designer and Marketing & Communications interns.

Freelance Marketing & Design Consultant
2020 - Present

- Provide strategic marketing, branding, and design support for clients across multiple industries.
- Deliver brand identities, campaigns, websites, and visual systems aligned with business objectives.

Visual Designer
MacLean-Fogg | 2017 - 2021

- Developed visual systems and marketing materials supporting corporate and divisional goals across print and digital channels.
- Supported trade shows, recruiting events, and internal communications while maintaining brand standards.

SKILLS

Marketing & Strategy

- Brand Strategy & Messaging
- Content Strategy
- Campaign Development
- SEO & Analytics

Digital Platforms

- Adobe Suite
- Google Analytics & Ads
- Hubspot, Wordpress, Shopify

Leadership & Operations

- Team Leadership & Mentorship
- Vendor Management
- Project Management

CERTIFICATIONS & EDUCATION

Professional Certified Marketer (PCM)

AMA, Marketing Management

Bachelor of Arts - Graphic Design

Carthage College