



JAMES CAMERON

SOCIAL MEDIA MANAGER ☎ 5612551937

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◦ LINKS ◦

[Website](#)
[Twitter](#)
[LinkedIn](#)
[Overtime](#)
[Parallel](#)

👤 PROFILE

I am James Cameron. I am 20 years old from Palm Beach Gardens, Florida and I specialize in social media management. I have worked with many esports organizations and creators and continue to do so presently. I am a proven social media manager who demonstrates many skills and aspires to be the best. I plan to take on more within an organization to achieve goals through my hard work and dedication as a social media manager.

🎓 EDUCATION

Business, Palm Beach State College, Palm Beach Gardens

June 2020 — August 2021

I was a freshman college student at Palm Beach Community College and am pursuing a bachelor's degree in business.

Marketing, University of Alabama at Tuscaloosa, Tuscaloosa

August 2021 — Present

Working towards my master's degree in marketing.

📁 EMPLOYMENT HISTORY

Social Media Intern at Overtime Gaming

November 2020 — February 2021

Within my internship with Overtime Gaming, I was given various tasks that involved content that would be issued to the brand's socials including Twitter, TikTok, and Instagram.

Social Media Manager at XTRA Gaming at ,

April 2021 — November 2021

While working for XTRA Gaming, I had many roles as a social media manager. I ran the organization's Instagram, Twitter, and helped with Twitter. My goal was to post intriguing and engaging content that the followers could relate to, as well as would grow the socials exceedingly. In 7 months for working with XTRA Gaming, I have grown the Instagram almost 100k followers and over 50k followers on TikTok. XTRA Gaming was a huge esports brand but ended up disbanding.

Social Media Director at Parallel

January 2022 — Present

I currently work part-time for Parallel, an esports organization. My job within the company is to run the Instagram. I am required two daily posts of content that engages and attracts new viewers, along with the ones already following.

★ SKILLS

Brand Awareness

I constantly crafted creative ideas to further develop personalities within the organizations I worked for.

Community Development & Engagement

I gave individuals the opportunity to take action and feel apart of a community.

Content Research & Development

I searched for what is new and trending, then applied it into content for the socials.

Social Media Management

I am able to post relevant content, engage with fans and followers, answer customer inquiries, schedule updates, and cover company events on social networks, all while growing these socials at a tremendous growth rate.

Time Management

I am very good with time management as I know what times of the day I need to post content.

★ ANALYTICS & PROGRESS

xtragaming 9+ Professional Dashboard Tools and resources just for creators.

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XTRA Gaming Esports Team #ThinkXTRA Esports Lifestyle Organization EST. 2018 Powered by @subnationgg

900 Posts 197K Followers 30 Following

XTRA Gaming Esports Team #ThinkXTRA Esports Lifestyle Organization EST. 2018 Powered by @subnationgg

1,677 Posts 283K Followers 35 Following

XTRA Gaming Esports Team #ThinkXTRA Esports Lifestyle Organization EST. 2018 Powered by @subnationgg Subscribe to our YouTube! youtu.be/gQxW0yYxo50

Edit Profile Ad Tools Insights Add Shop Email

Reel Insights Tag this person xtragaming - Original Audio July 2 - Duration 9:22

496727 53160 906 11937 2364

Reel Insights Tag a late night grinder xtragaming - Original Audio July 27 - Duration 11:45

307665 19977 415 1511 1149

Post Insights Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn More

October 8 at 8:57 AM

16994 613 105 616

Reach 492,174 Accounts Reached

Plays 496,727

Reach 296,934 Accounts Reached

Plays 307,665

Content Interactions 68,367

Likes	53,160
Shares	11,937
Saves	2,364
Comments	906

Content Interactions 23,052

Likes	19,977
Shares	1,511
Saves	1,149
Comments	415

Overview

Accounts Reached	158,888
Content Interactions	18,328
Profile Activity	1,091



@xtra.gaming

24 Following | **47.3K** Followers | **1.2M** Likes



@xtra.gaming

27 Following | **115.4K** Followers | **2.1M** Likes

Edit profile



Esports Lifestyle Organization
#ThinkXTRA

< Analytics



Data since post time: 06-22-2021 2:00 PM ⓘ

 659.0K |  98.6K |  637 |  1,730

The data was updated on 12-07-2021. ⓘ

Total Play Time	3570h:57m:36s (+0.0s vs 1d ago)
Average Watch Time	19.4s (+0.0s vs 1d ago)
Watched full video	40.19% (+0% vs 1d ago)