

# Cameron Clarkson

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## SUMMARY

Cameron Clarkson is a dedicated and accomplished entrepreneur and proud Howard University alum from the class of 2015. Since graduating, Cameron has gained valuable experience in the business world by founding Book Blaster, an innovative AI-driven marketing tool for authors. Passionate about sharing their entrepreneurial knowledge and insights with the next generation of business leaders, Cameron is eager to make a meaningful impact as an entrepreneur in residence. With a strong commitment to fostering a dynamic, interactive, and inclusive learning environment, Cameron aims to inspire students and contribute significantly to the success of Bowie State University.

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## EXPERIENCE

### Founder, CEO

#### Book Blaster

June 2022 - Present, Washington, D.C.

- Shaped company vision and oversaw overall growth and development
- Created and implemented strategic plans to guide the business
- Managed daily operations and ensured financial stability
- Led marketing and product development efforts for the AI-driven tool
- Fostered a strong company culture and built high-performing teams
- Nurtured key partnerships to establish Book Blaster as an industry leader
- Demonstrated commitment to innovation and excellent customer service

### Founder, CEO

#### SoCom Creative

February 2015 - Present, Washington, D.C.

- Initialized and bootstrapped a startup from the ground up, leading all aspects of the business from ideation to launch.
- Built a team of engineers and marketers, managed and directed all operations, and digital strategies, and successfully grew the business to profitability.
- Demonstrated expertise in all areas of business, from product development to sales and marketing.
- Proven track record in growing businesses and achieving profitability and extensive experience in startups and early-stage businesses.
- Demonstrated strong leadership and strategic management skills and excellent communication and interpersonal skills.
- Proven ability to strategically think outside the box and take calculated risks to accomplish complex challenges.
- Increased customer engagement by 37%, improved customer retention by 72%, and increased unique monthly visitors by 150%.

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## PROJECTS

### El Burrito Mercado Website Redesign and Mobile App Development

El Burrito Mercado • April 2017 - Present

- Designed and developed a new website for El Burrito Mercado, which included a custom e-commerce platform to streamline the ordering process.
- Developed a mobile app for El Burrito Mercado that allows customers to order food directly from their phones and helped increase online sales by over 100% with the new website and mobile app.

### Chef Justin Sutherland Marketing Partnership

Justin Sutherland Restaurant Group • January 2018 - June 2020

- Developed media campaigns for celebrity chef Justin Sutherland, created content for large brand partnerships, including Target, Mountain Dew, and the Minnesota Loons, and helped open 10 new restaurants in Minnesota and Wisconsin and a food truck.

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## EDUCATION

### Bachelor of Sciences in Political Science

Minor in Africana Studies • Howard University • Washington, D.C. • 2015

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## INVOLVEMENT

### Mentor

Blacks in Technology • November 2023 - Present

- Mentored Black technology professionals interested in building their own business

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## SKILLS

Industry Skills: Business Strategy, Web Design, App Design, Meta Ads, Youtube Ads, Google Ads, Funnel Building, Sales, Leadership, Public Speaking, Authoring, Writing, Automation,

Lean Start Up, Marketing, AI, Coding, Web Design, Software Development, Leadership, Public Speaking