

Camille DuBois

DTC Brand Marketing

Direct-to-consumer growth expert fusing brand voice with data

Marketing executive with 11 years of experience launching and scaling DTC brands in wellness, food, and fashion. Blends performance marketing with elevated design to drive brand loyalty and customer lifetime value.

KEY SKILLS

- AOV optimization
- Brand voice creation
- Cross-sell strategy
- Customer acquisition
- Direct mail
- Email automation
- Lifecycle marketing
- Paid media
- SMS campaigns
- Subscription models

EDUCATION

Bachelor of Science (B.S.) in
Marketing

Baruch College , New York, NY
May 2013

PROFESSIONAL EXPERIENCE

CMO | VitalBrew , Brooklyn, NY
January 2019 – Present

- Increased repeat purchase rate by 46% through email and SMS flows
- Launched new product line generating \$5M in first-year sales
- Reduced CAC by 25% using customer referral program

Marketing Director | Yarrow Beauty , Brooklyn, NY
May 2014 – December 2018

- Expanded influencer program to 250+ brand ambassadors
- Grew Shopify store revenue from \$1.1M to \$7.8M