

CAMERON CRUMP

San Francisco, CA | 817-707-5910 | cameron.crump14@gmail.com | [linkedin.com/in/ccrump](https://www.linkedin.com/in/ccrump)

SUMMARY

Senior product marketing leader with 11+ years at Meta, targeting senior PMM, Head of Product Marketing, or roles leading program strategy teams. Launched flagship ads products (Dynamic Ads, Conversions API, Opportunity Score), drove AI-driven enablement and agentic automation for sales organizations, and turned around multiple underperforming programs by building the measurement systems to fix and scale them.

CORE SKILLS

Go-to-Market Strategy | Product Launch | AI & Agentic Automation | Sales Enablement | Product Adoption | Vertical Marketing | Experimentation & Incrementality Measurement | Cross-Functional Leadership | Positioning & Messaging | Data Analysis (SQL, Tableau, Python)

EXPERIENCE

Meta (formerly Facebook), Inc.

Dec 2014 - Jul 2026

Austin, TX / Sydney, Australia / Remote / San Francisco, CA

Senior Product Marketing Manager

Mar 2023 - Jul 2026

- Built AI agent automation for executive reporting to the VP of a \$40B/year North America sales organization (100%+ quota attainment over the past four quarters), programmatically generating insights that reduced data engineering load and equipped sales and cross-functional teams to act on trends and prioritize revenue-driving plans
- Co-created a rapid-response campaign program with Data Science in which we sized the revenue opportunity of specific advertiser behaviors and automated data-backed narratives, shipping ~1,000 recommendations weekly for ~250 sales team members; the program served as a precursor to Meta's now 100% external-facing ads recommendation system, "Opportunity Score"
- Designed and prototyped a live campaign dashboard for sales sprints that business engineering productized into an internal tool; led sales feedback sessions in New York, Chicago, and Austin, plus virtual sessions, and co-presented program results with Data Science to VP audiences
- Drove go-to-market for Opportunity Score recommendations and AI-driven account guidance, owning positioning and ensuring sales and cross-functional data readiness for the primary channel through which Meta surfaces ads product recommendations to advertisers from Alpha test through 100% rollout
- Trained a 25-person product marketing team on AI usage, skills, memory, and agentic automation through multi-hour hands-on working sessions, pairing how-tos and examples with live application to accelerate the team's ability to scale

Product Marketing Manager

Feb 2018 - Feb 2023

- Selected by a VP to relocate to Sydney, Australia, on a work visa to strengthen the Australia/New Zealand market, achieving 115% of quota (highest attainment on the second-largest base, +\$2.3M incremental revenue) and upskilling local product marketing managers (PMMs) while developing bespoke vertical strategies across Financial Services and Technology; the program earned continued investment before COVID-19 ended international assignments
- Grew Dynamic Ads revenue 29% year-over-year (vs. 4.7% overall) by driving adoption of automated, machine learning-based ad products across e-commerce and retail segments
- Led market insights & product strategy for the Scaled sales team testing new segmentations for advertiser support, responsible for scope normally staffed by two PMMs: a ~\$4B-per-year book representing 30% of the organization's revenue and 45% of year-over-year growth, delivering the segment's highest direct-response revenue attainment at 124% (vs. 112% average)
- Led the Conversions API go-to-market as advertisers adapted to industry signal loss, exceeding adoption growth goals by 3x in a single half-year and growing adopted accounts ~35% the following half-year, supported by direct consultations and client webinars reaching 311 representatives internally and 230 advertisers through external sessions

- Designed and launched a growth-priority planning tool adopted by 100% of the product marketing organization, with 85% using it weekly, redefining how the organization managed growth priorities and tracked progress to goals
- Consolidated 30 escalation paths into a single global process, cutting average initial response times 98%, and authored the business case that secured discretionary headcount for Business Integrity
- During the Cambridge Analytica response, used self-taught Python and Tableau to build a script and dashboard covering the \$95M quarterly revenue impacted by sensitive targeting categories deprecation within a week; the solution was adopted by the global sales force over an engineering-built alternative to reduce risk during the controversy and protect revenue for advertisers using those categories

Program Manager

Jul 2016 - Feb 2018

- Led the turnaround of Meta's largest outsourced sales vendor, growing statistically significant incremental revenue from \$18M to \$52M quarterly and growing the share of managed accounts acting on our recommendations from 43% to 70%; the performance turnaround saved the vendor site and resulted in 19x ROI for North America (vs. 17x globally)
- Managed call center operations across three sites (on the ground bi-weekly in Phoenix, running a separate Austin call center) and launched new vendor programs, including a San Antonio call center site; the new pilot's first quarter outperformed the incumbent vendor's seventh quarter of performance
- Designed and implemented performance management standards that gave 150 vendor employees and 40 local contingent worker (CW) employees clear direction on how to do their jobs well, managing through the elevated turnover required to rebuild a higher-performing team that drove 5x more advertiser calls and earned additional cross-functional support for the program
- Owned executive leadership escalations (Meta VP/CEO) when advertisers and news sites raised issues with programs or ads products to reduce company and revenue risk with high-touch support, then briefed executive offices on outcomes

Marketing Associate

Dec 2014 - Jul 2016

- Shaped the first combined Facebook pixel and onsite lead ads, partnering with product teams and conducting advertiser calls on setup, measurement, and feedback to inform how product built solutions for small and medium business (SMB) advertisers
- Launched the SMB marketing team's first personalized email program, converting manually screenshotted assets into programmatically generated CMS objects inserted into campaigns; the method scaled globally and follow-on tests increased campaign response rates 5x

Quorum Business Solutions

Jul 2014 - Nov 2014

Dallas, TX

Consultant

- Provided direct client support across five midstream oil & gas product builds, debugging issues in C# and SQL and ensuring new-release functionality through bi-weekly quality assurance reviews

EDUCATION

The University of Texas at Austin

Austin, TX

B.A. Economics, Minor in Chemistry

- Terry Foundation Scholar: competitive full-ride merit scholarship
- Bill Archer Fellow: selected as 1 of 40 students across the University of Texas System for a Washington, D.C. academic fellowship; full-time internship with the U.S. Department of Defense through Accenture Federal Services