

CAMERON SOULANT

B2B FIELD MARKETING & SALES ENABLEMENT SPECIALIST

Results-driven B2B marketing professional with 6+ years of experience. Focusing on distribution-focused environments, leading integrated campaigns, trade shows, vendor partnerships, sales enablement, and customer engagement initiatives from strategy through execution.

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in [cameronsoulant](#)

📍 Dallas, TX

EXPERIENCE

STANDARD SUPPLY | BARTOS INDUSTRIES | COOLCARE PROTECTION *Irving, TX | 2023 - Current*

Multi-brand HVAC organization serving residential and commercial markets through distribution, engineering and warranties.

◆ SENIOR MARKETING SPECIALIST & INTERIM MARKETING MANAGER *February 2026 - Current*

Managed regional marketing initiatives, sales enablement programs, and customer-facing campaigns supporting revenue growth, vendor partnerships, and cross-functional business objectives.

Key Highlights:

- Commercialized and marketed the firm's inventory management solution for enterprise contractors and PE-backed organizations.
- Led development, launch, and performance reporting for a year-round sales and rebate initiative, **contributing to approximately 12% growth in eligible parts sales** and increased customer retention and recurring purchases
- Developed a structured 8-week intern project spanning brand audits, sales analysis, and digital presence across **35 branches**, including a scored evaluation framework, SharePoint asset library, and data-driven regional marketing recommendations.

◆ CREATIVE MARKETING SPECIALIST *February 2023 - January 2026*

Supported marketing initiatives and customer engagement programs through campaign execution and client-facing marketing materials.

Key Highlights:

- Revived the annual Spring promotion, achieving **returns of 7x over three years**, averaged a **97% average YoY growth rate** and acquiring new business through a direct mail campaign with **444% ROI**.
- Supported planning and execution of four annual B2B trade shows/buying events averaging **900 attendees, 50 vendor partners, and \$800K in attributed sales**.
- Developed standardized brand guidelines and B2B communications used by **250+ employees** to ensure consistent messaging
- Managed Google Ads campaign for new business achieving a **7.26% CTR, \$0.51 CPC and 140 customer conversions**

SOULANT CREATIVE *Huntsville, AL | May 2020 - December 2022*

Freelance marketing agency providing branding, web design, and marketing materials for local and online businesses.

Key Highlights:

- Acted as primary creative for Lime Media Group & TackyBox, developing branding, front-facing marketing assets, and sales materials

EDUCATION

AUBURN UNIVERSITY ————— 2015-2020

Bachelor of Science in Marketing

PENN FOSTER ————— 2020-2022

Associate Degree in Graphic Design (Dean's List)

SKILLS

B2B Marketing Strategy

Sales Enablement

Campaign Management

Event Planning

Vendor Partnerships

Marketing Analytics

Adobe Creative Suite

Excel & PowerPoint

SEO & Google Ads

AI & CRM Tools

INTERESTS & HOBBIES

Golfing | Surfing | Fitness & Strength Training | Intramural Sports | New Orleans Saints | Fictional TV | Cooking | Video Editing | Photography