

Alistair Cameron

Senior Content Manager, Digital Content - PGA TOUR

Master of Mass Communication Multimedia Broadcast Journalism

Contact



(304) 940-0049



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Personal Skills

A leader and team member. Strong technology skills and quick learner. Extensive knowledge of digital media including content creation, best practices, success metrics and emerging platforms. Confident and articulate communicator. Strong writing and editing skills including grammar, style and spelling. Positive on-camera presence. Determined to improve. Confident live producer. Extensive background in the sports industry.

Software Skills

- Adobe AEM
- Indesign CC
- Confluence
- Illustrator CC
- Premiere Pro
- Photoshop CC
- AP ENPS
- WSC Clipro
- Firework
- CheetahDigital
- Adobe Marketo
- Microsoft Office
- Lightroom
- HTML
- Brightcove
- Airship

References

Anne Detlefsen - PGA TOUR

Senior Director Digital & Emerging Content
Email: AnneDetlefsen@pgatourhq.com
Phone: 203-231-0592

Dr Kevin Hull — University of South Carolina

Journalism Sequence Head Assistant Professor
Email: khull@mailbox.sc.edu
Phone: 803-777-4746

Nick Farrell — West Virginia Illustrated

Co-Host/Reporter
Email: nfarrell@wvillustrated.com
Phone: 724-882-0662

Work

Senior Content Manager, Digital - PGA TOUR (Interim Lead 2022-23)

2020-Present

Senior Content Manager, Digital Equipment & Gear

2024

Promoted to Senior Content Manager in 2022 and stepped in as the department Lead for 2023. In 2024, Given responsibility for overseeing and creating equipment and gear content for PGA TOUR platforms, both owned and operated as well as social media. Content includes written and video.

Responsible for creative development and production of PGA TOUR content across PGA TOUR platforms, managing a team of three Digital Content Managers. Involved with conceptualizing, creating and distributing compelling content to drive engagement, traffic, conversation and attention around PGA TOUR websites, apps, voice-activated devices, newsletters and other emerging platforms.

Freelance Content Creator

2020

Content creator for top-level professional golf coaches, aiding with video and graphic work. Created video content for GOLF Top 100 coach, Jonathan Yarwood.

Feature Writer - University of South Carolina Athletics

2019-20

Writer and editor for Gamecocksonline.com with stories about past and present athletes at the university. Website production.

Graduate Assistant University of South Carolina

2018-20

Graduate Master of Mass Communication student working for the Journalism school. Helped with research and teacher assistance.

Executive Producer - Carolina News Station

2020

Producer for evening news. Oversaw the production of full shows and fastcast. Producer of remote shows during the COVID-19 pandemic. Worked as a reporter and anchor.

Professional Golfer

2017-20

Earned a Tour card for the European Alps Tour, through final stage of Qualifying School. Member of the G-Pro Tour and TP Tour.

Sports News Intern - WBOY-TV Clarksburg, WV

2016

Worked as an assistant to the sports anchor, researching, shooting, and editing sports news programs. The market involved both professional and high school sports. Covered for the West Virginia Black Bears (Minor League Baseball) creating reports and highlights.

Assistant to Sports Information Director - Davis and Elkins College

2014-17

Worked with the athletic department with game statistics, game day production and public relations information for the website and school's social media. In charge of the men's golf team's social media outlets.

Accomplishments

- Part of the PGA TOUR's Digital team that redesigned the award winning new app and website.
- NCAA Division II Athletics Directors Association Academic Achievement Award winner.
- Academic Achievement Award winner for Davis and Elkins Sports Science Department.
- 2016 Who's Who Among Students in American Universities and Colleges Award winner.
- Great Midwest Athletic Conference Individual Golf Champion 2015.
- G-MAC Conference Player of the Year and All-Conference Team 2014-15.
- G-MAC Academic All-Conference Team 2014-15, 2015-2016, and 2016-2017.
- England Golf national squad member.

Lorem Ipsum

Education

University of South Carolina – Columbia, SC

2018-20

Graduated with a Master's degree in Mass Communication Multimedia Broadcast Journalism

Davis and Elkins College – Elkins, WV

2013-17

Bachelor of Science: Sports Management – Majoring in Sports Management, with minors in Business and in Communications



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www.twitter.com/AlJCameron

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