Cameron Impastato

AI-Native Growth Marketer | Short-Form Video and Organic Growth | AI Agent Builder (Codex, Claude Code)

Relocating to the US (Dallas, TX) in February 2027 | Open to relocation, including San Francisco
cameron@cameronimpastato.com | linkedin.com/in/cameronimpastato | Work samples: cameronimpastato.com/work | selectbnbs.com

SUMMARY

Growth marketer who builds the marketing system as well as the campaigns. Since September 2025 I have run organic acquisition, short-form video, SEO and generative engine optimization (GEO) content, landing pages, lifecycle email, DM automation and A/B tests for a hospitality brand, using a team of AI agents I built entirely with Codex and Claude Code. Results: **21.8M+ organic views** across three Instagram accounts, **4,400+ email signups** and **75,000+ tracked booking clicks** in 7 markets, with **$0 paid social**. Not an engineer by training: I am an AI-assisted coding power user (**6,300+ commits in 8 months**), and I design everything to get stronger as the models get stronger.

EXPERIENCE

SelectBNBs | Korea and Japan, remote

Founder, Growth Marketing and AI Agent Systems — Sep 2025 – Present

- **Grew three Instagram accounts to 21.8M+ organic views with AI-generated short-form video (reels), $0 paid social.** @jun_hanok (Korea): 54.5K followers, 16.4M views, a 1.93M-view top reel, 340K saves and 353K shares. @sato_stays (Japan): nearly 15K followers and 3.1M views from 30 reels, including a 1.24M-view reel. @jang_stayari (new account for Tokyo client Stay Ari): 2.35M views and 8.4K followers in under two months.
- **Turned content into bookings for a client:** when Stay Ari's owner asked us to fill his weakest Tokyo building, its November occupancy rose from 53% to 78% in three weeks (new bookings +59% there vs −8% at his other buildings). The direct-booking site I built drew 24.6K visits and 15.5K booking clicks in under two months.
- **Built the marketing automation with AI-assisted coding, no engineering background:** 6,300+ commits, 2,000+ Python files, 40+ reusable agent skills and 50 architecture decision records, with scheduled agents running 24/7 on a cloud server.
- **Designed a multi-agent content team:** agents for research, scripts, AI video with ElevenLabs narration, captions and SEO articles, plus one operations agent per account for publishing, DMs and daily reports. I set the creative direction and approve the final cut.
- **Ran growth experiments from data to creative:** post-level Instagram and Threads API data feeds a creative-testing step that writes the next brief. Shipped on-site A/B tests, a lifecycle email sequence and DM funnels (rebuilt 135 DM automations in Metricool), and submitted an AI guest-enquiry agent on WhatsApp to Meta App Review.
- **Owned the acquisition and conversion funnel:** a catalog of 135 curated stays, landing pages, email capture, tracked booking links, CRM and GA4 and Microsoft Clarity attribution. Results: **4,400+ email signups, 75K+ booking clicks and five paid property-owner (B2B) sales.**
- **Scaled from one account to 11 brand workspaces** across Korea, Japan, the US and Mexico on Instagram, Facebook, Threads, TikTok and YouTube. Onboarded a **233K-follower** creator as a sales and production partner running his own agent, moving sales from founder-led to partner-led.

Sound Thought LLC | Remote

Founder, Operations and AI Workflow Consultant — Aug 2020 – Present

- Built operating systems for small-business (SMB) clients across logistics, customer service, CRM, sales and compliance; since 2025, AI workflow automation, coaching non-technical operators to run it themselves.

Fisher Investments

Senior Operations Manager — Aug 2017 – Aug 2020

- Promoted twice in three years (Account Manager, then Operations Manager, then Senior Operations Manager). Built a cross-functional operations team from one to four people while the sales team it supported doubled, turning leadership's commercial goals into repeatable processes.

American Campus Communities

Community Manager — Jan 2015 – Aug 2017

- Owned leasing sales, contracts and resident experience in high-volume student housing.

SKILLS

Growth: growth marketing, organic acquisition, short-form video, social media marketing, creative testing, A/B testing, landing pages, conversion funnels, lifecycle email, DM automation, SEO, generative engine optimization (GEO), attribution, creator partnerships

AI: Codex, Claude Code, AI-assisted coding, AI agents, multi-agent orchestration, MCP, prompt design, workflow automation, AI video generation

Tools: GA4, Microsoft Clarity, SQL (Postgres), Python, Meta Graph API, Instagram API, Threads API, Metricool, Notion, ElevenLabs

EDUCATION

Louisiana State University, E. J. Ourso College of Business | Bachelor of Science, 2017