

# GORDON (CAM) GIBBONS

Canton, MI | (248) 568-1354

[gibbs6@gmail.com](mailto:gibbs6@gmail.com) | <https://www.linkedin.com/in/cameron-gibbons/>

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## SKILLS

Salesforce | Customer Success | AI Tooling | Conflict Management | Account Management | Project & Program Management  
| Strategic Data Analysis | People Management | Leadership | Influencing Stakeholders | Consultative Selling | Asana

## PROFESSIONAL EXPERIENCE

**GOOGLE LLC**, Remote Detroit Metro Area

**March 2024 - August 2025**

### Senior Strategy & Operations Program Manager

Oversee global mid-market Google Ads customer onboarding. Drove growth leading projects, GTM strategies, stakeholder collaboration, and data analysis to optimize efficiency and achieve program goals.

- Drove end-to-end solutions for revenue challenges across Scaled Onboarding programs, including vendor footprint optimization and strategy.
- Conducted a comprehensive analysis of Vendor Footprint cost savings recommendations, evaluating trade-offs between opex savings and potential loss of efficiency, leading to informed stability recommendations for Kickstart programs.
- Coordinated cross-functional awareness by presenting 2024 priorities and team structure in the "From RSO to RSO" session, improving understanding of the team's impact on the Google Ads customer experience.
- Reduced Risks by evaluating potential PII data leaks as a non-issue through collaboration with Privacy and cross-functional partners.

**YouTube Trust & Safety**, Remote Ann Arbor, MI

**August 2022 - March 2024**

### Manager | Trust & Safety, September 2022 - March 2024

Led a team that enforces YouTube Partner Program policy for high-profile creators. Oversaw reporting, executive communications, and root cause analysis. Collaborated with cross-functional directors on policy and legal issues.

Managed high-priority escalations, coordinating with cross-functional teams

- Managed performance and operations for the Content Operations Specialist (CoS) team, driving improvements across YouTube Partner Program (YPP) Sensitive workflows.
- Authored and secured timely bi-weekly Executive metrics and accurate insights for top YPPS KPIs, improving leadership's ability to address policy and performance issues.
- Completed high profile escalations for creators with 1M+ subscribers, completing recommendations of enforcement for VP of T&S with PR implications
- Partnered with other managers to define promotion criteria for new Content Specialist and Policy Enforcement Manager roles.
- Established role guidelines for Content Specialists and Policy Enforcement Managers to inform future RACI models and OKRs for a global team.

### Manager | Trust And Safety, March 2021 - September 2022

- Led team-level quality efforts in Graphic Violence (GV) and Content Moderation, moving GV quality from ~85% to consistently above 94% and managing the team through significant policy updates like "Provocative Behavior."
- Increased team production time by 26% by clearly setting expectations through data analysis and tailoring a performance management approach to 1:1 coaching.
- Managed 13 individuals to a 26% increase in production time.
- Coached Graphic Violence Moderators to increase high profile escalation quality from an average of 89% to 96% alignment.
- Revamped RCA categorization and identified team problem areas through a QA/TL War room exercise.

### Team Lead, Trust And Safety, September 2020 - March 2021

- Onboarded and led a team of 70 content moderators, improving performance from 82% to 93.3% through peer

- shadowing, coaching, and targeted improvement practices.
- Individually managed over 20 content moderators to surpass all KPIs
- Grew team responsibility to include multiple new higher tier workflows with 95% accuracy, successfully managing conflict while ensuring success & focus on performance.
- Oversaw Child Safety Wolverine's provocative behavior revamp while maintaining performance.

**Google | Global Customer Solutions (GCS), Ann Arbor, MI / Farmington Hills, MI May 2016 - August 2020**

**Global Sales & Services Manager, Sales Acceleration & Innovation Labs** November 2019 - September 2020

Primary focus is to manage the vendor sales & services operations, and identify, manage, and launch changes or new processes that allow our teams to achieve their goals. Worked directly with the Eng Product Operations teams on various projects to consult and manage sales team plans and strategies for new features and regions

- Launched the first international vendor site in **Barcelona** across 14 languages and 22 countries, securing necessary opex and stakeholder alignment.
- Transitioned two simultaneous functions to remote to maintain BCP during COVID
- Achieved a 33% quarter-over-quarter **reduction in Call Abandon Rate** (from 2.26% to **0.63%** against a 2% target) by securing resources to migrate the legacy phone line to the Speakeasy system.
- Served as the primary point of contact (POC) with the PSA GTM team, managing significant complexity and delivering on-time results for vendor transitions (Detroit to Phoenix).

**Senior Account Manager / Account Manager** May 2016 - November 2019

Onboarded, managed, and upsold high-value advertisers while contributing to the North American team at large in a significant way. Managed US Market pipeline for Account Managers & New Business teams in Ann Arbor, including capacity planning and pipeline management. Fostered team bonding and culture between Account Managers in US & Sales partners.

- Maintained Revenue Sustainability above target for 6 consecutive quarters.
- Launched and scaled Project Bond; conducted 30+ "Pitch Boost" consultations and saw the process officially mandated for new NBS sellers' first 5 pitches in Ann Arbor.
- Drove a complex My/Mo Mochi campaign (approx. \$450K flight) across multiple internal teams, achieving 100% Budget Utilization and securing increased investment in Search for the following year.
- Delivered outstanding customer performance for S&S Activewear, generating 2,000% ROAS and 20+ new B2B customer accounts daily, leading to a 50% increase in their subsequent Adwords investment.

**LEVELEVEN, Detroit, MI**

**January 2014 - May 2016**

**Customer Success Manager / Director Of Customer Success, Mid-Market / Director of Account Management**

Renewed **75%+** of current customer revenue; achieved an average of 120% up-sell quota month over month.

- Improved customer retention rate by 55% through proactive Customer Success function development and strategic client engagement.
- Maintained a Net Promoter Score (NPS) of 39 across the customer base, significantly exceeding the industry average of 28.

**THINK TECH LABS, Ann Arbor, MI**

**January 2012 - January 2014**

**Account Executive**

- Customized Salesforce user interfaces and created new web pages using Salesforce native programming language and Apex components.
- Sold approximately \$10,000 worth of product each week by coordinating communications between clients and product development.

**EDUCATION**

B.S., MICHIGAN STATE UNIVERSITY, Lansing, MI  
Applied Engineering Science with a Minor in Technical Sales