

TRACY CAMPBELL

iPROMOTEu

What is your title/role at iPROMOTEu?

I'm an independent contractor with iPROMOTEu, working as a Virtual Assistant. I've proudly partnered with IPU since 2018.

How long have you been in the industry?

Let's just say... long enough to remember life before fax machines! In all seriousness, I've been in the promo world for more than 25 years.

How did you get started in the promo industry?

Completely by accident—literally. I was in college studying Economics and Political Science while working in mutual funds. After being involved in an accident, I needed to step back from school and take a break from that career path. I got bored doing nothing, so I flipped through the help-wanted section of the newspaper looking for something simple. I saw an ad for an assistant, dropped off my résumé, and was hired on the spot. I never looked back, and here I am all these years later.

How do you describe what you do to people outside the promo industry?

If they're old enough, I ask if they remember all the branded items in doctors' offices back in the day—pens, clocks, clipboards, staplers, post-its... pharma companies used to spend fortunes on promotional products. Then I explain that I help support the behind-the-scenes work that brings those branded items to life.

What is your favorite promo product that you own and use?

Please don't judge me... it's my Javalina pen with blue ink—I absolutely love it. As for the longest-standing item on my desk, it's a magnetic cup-style paperclip holder from Prime that I've had since my very first promo job.

Words of wisdom for people just starting out?

The sky truly is the limit in this industry. There are endless niche areas to explore, and you'll eventually find the one that lights your fire.

Words of wisdom for people who've been in the industry for a long time?

Keep going—there's always something new to learn or rediscover.

What's your key to successful takeaways from a tradeshow?

I like to start by visiting smaller or lesser-known vendors before anything else. They often bring unique ideas and fresh perspectives. I'm always on the lookout for that hidden gem.

Shout out to someone who has made a difference in your career?

Emily Codner comes to mind immediately. My “claim to fame” is that I helped teach her the ins and outs of the industry when she was just out of college. She has it—drive, talent, leadership. She’s someone I admire and look up to, and it’s been incredible watching her grow.

Something about you that most people may not know?

I played the violin for nine years throughout grade school and high school. And I was also a Girl Scout for 11 years!

Favorite movies?

Silence of the Lambs and Fargo—both classics in their own wonderfully twisted ways.

Any fun hobbies or meaningful volunteer work?

I'm a beekeeper! I started in 2018 and am currently enrolled in the Master Beekeeping Program at eCornell University. It's a passion and a joy.