

Cassandra B. Cameron

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EDUCATION

University of Florida

Master of Business Administration (MBA), Hough Graduate School of Business

- Concentration: Marketing
- Social Media Chair, MBAA

December 2018

Gainesville, FL

University of South Carolina Aiken

Bachelor of Science in Business Administration, Concentration in Management

- Student Government Senator; Dance Marathon Marketing Chair
- Dean's List recipient

August 2013

Aiken, SC

EXPERIENCE

University of Florida Department of Pediatrics

Early Steps Data Center

End User Computing Specialist II

Provide technical support to 17 satellite offices delivering medical attention to infants and toddlers across the state of Florida. Deliver exceptional customer support and resolve user issues for the web-based Early Steps Program platform. Lead call center for the entire pediatric center, scheduling patients, communicating with insurance providers, and coordinating patient care.

- Analyzed the logic of the Early Steps Data System to better understand the current required patient inputs. Compiled report of findings and presented to team supervisor for incorporation into a new, patient tracking database. Analysis led to seamless rollout of the new system and consistent data collection.
- Authored standard operating procedures (SOPs) to be used by database users when acclimating to the newly implemented patient tracking system. Decreased call volume by 10 calls per week, allowing for focus on system upgrades and advancement initiatives.
- Identified need for cross-training on weekly billing process for 15 Early Steps Program centers. Led job-shadowing activities and created manuals on the process, improving efficiency of cross-team communication and ensuring support in the event of a staffing shortage.
- Served as team deliverable lead and addressed need for new, improved documentation for various processes required by the Early Step Contract. Reduced deliverable completion time by 15%.
- Promoted within one year for exceeding expectations on all assigned objectives.

2016 – Present

Gainesville, FL

The Aiken Tack Exchange

Social Media Manager/ Web Design & Marketing Specialist

Developed digital strategies to support customer acquisition and engagement initiatives for clients in an equestrian retail business.

Performed market research, designed websites and social media strategies to drive sales.

- Directed social media/PR awareness for the business, documenting upcoming events, inventory, and sales. Efforts directly resulted in an increase of traffic to Facebook page and website by 25% compared to previous campaign.
- Overhauled social media presence to improve targeting and build name recognition with prospective clients, leading to an increase of 8,000 customers in two years on Facebook alone.
- Directly engaged potential and existing customers, establishing trust-based relationships that generated a customer return rate over 75%.

2014 – 2018

Aiken, SC

Cameron Equestrian Services

Owner/ Manager

Founded an equestrian services company that provided high quality care, training, and farm sitting to exclusive clients in the community.

- Developed relationships with potential and existing clients/farm owners that lead to numerous client referrals from established clients and a return rate of 90%.
- Oversaw daily operations, including management of up to three staff (skilled equestrians). Executed hiring, training, task direction, performance reviews, and corrective action.

2009 – 2013

Aiken, SC

ADDITIONAL DATA

- Coding: Proficient in SQL, HTML coding experience
- Software: Proficient in Microsoft Office Suite, SQL Server, Visual Fox Pro, Adobe, Shopify, WordPress and EPIC (UF Health's EMR system)
- Marketing: Google Analytics, MailChimp, Facebook, Instagram, and Twitter
- Volunteer: U.S. Eventing Association, Children's Miracle Network, and Aiken Equine Rescue