

Cassandra B. Cameron

Social Media Marketing Specialist



Extensive experience in social media marketing, internet marketing, website building, data analytics, and database management. I am a highly motivated individual who aims to succeed in this evolving business environment. Managerial experience in various professional settings. I am passionate about the power social to connect people in mutually beneficial conversations that activate engagement and provide solutions. Actively seeking a new position to better utilize my skills and help drive ROI.



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EXPERIENCE

Early Steps Data Center 2016 – Present

End User Computing Specialist II Gainesville, FL

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%.
- Improved SOP for the mailroom, documentation, and Mailroom database leading to increased efficiency and decreasing training time by 20%.
- For consecutive years, lead space allocation process, detailing employees and room placement for over 650 rooms, decreased total time of the project by 15%.
- Developed and implemented new learning and documentation processes during the remote work timeframe to increase team effectiveness and decrease ticket turnaround time for users by 15%.
- Promoted consecutive years based on performance, experience and value added to the team.

Cameron Business Services 2018–Present

Owner/ Manager Gainesville, FL

Founded a business services company that provides marketing, social media marketing, website design and other services. Focused on providing equestrian companies with better branding, websites and marketing strategies.

- Developed relationships with potential and existing clients that lead to numerous client referrals from established clients and a return rate of 90%.
- Overhauled social media presence improving targeting and brand recognition increasing following and interactions by 45%.
- Created social media strategies to grow branding and social media following across multiple platforms, increasing brand recognition by 15%.
- Developed marketing and website plans to increase traffic, brand recognition, customer base and used optimization strategies to increase visits by 30% for multiple clients.

The Aiken Tack Exchange 2014 – 2018

Social Media Manager/ Web Design & Marketing Specialist Aiken, SC

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 campaigns.
- 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%.

EDUCATION

University of Florida December 2018

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

- Concentration: Marketing
- Social Media Chair, MBAA

University of South Carolina Aiken August 2013

Bachelor of Science in Business Administration, Concentration in Management Aiken, SC

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

MARKETING SKILLS

- 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. Social Media Strategy, implementation, content creation and analytics experience.

SOFT SKILLS

- Teamwork | Leadership | Reliability | Problem Solving | Empathy | Time Management | Self-Starter | Creativity | Written and Verbal Communication | Presentation Skills | Strategic Thinking

VOLUNTEER

- Volunteer Coordinator Majestic Oaks, U.S. Eventing Association, Children's Miracle Network, and Aiken Equine Rescue