

CAMERON DELFINO



PROFILE

I am a qualified and ambitious communication professional with many years of experience in social media marketing and website design. I have experience in both corporate and freelance settings which has allowed me the opportunity to work analytically and creatively.

-  (973) 479-6933
-  camerondelfino@gmail.com
-  Lake Hopatcong, New Jersey
-  www.camerondelfino.com
-  References available upon request.

SKILLS

- Microsoft Office
- Web building platforms including WordPress, Shopify, Wix, and Kartra
- Social media advertising, such as Facebook and Instagram
- Ability to meet strict deadlines and manage my time effectively
- Knowledgeable on social media analytics and understanding insights

EDUCATION

RUTGERS UNIVERSITY - NEW BRUNSWICK

B.A. in Journalism and Media Studies
& Communication with a
Specialization in Strategic
Communication and Public Relations

Minor in Digital Communication,
Information and Media

Current GPA: 3.951

January 2023

EXPERIENCE

SOCIAL MEDIA MANAGER

Ocean International Training Academy

April 2021 - Present

- Coordinate daily social media postings across platforms such as Instagram and Facebook.
- Developed an advertising campaign that introduced over 24,000 new leads into our mailing list, with the cost per conversion as low as \$0.07 per conversion.
- Maintain and update the company's website to include relevant and appropriate content.

PERSONAL ASSISTANT

To Hannah Ferrier, star of Bravo's Below Deck Mediterranean
and CEO of Ocean International Training Academy

April 2021 - Present

- Edit and publish brand deals and advertisements to Instagram and Facebook followers for companies including Winc, JS Health Vitamins, SERVD, Pillow Slides, and Glamnetic.
- Assisted with content creation for her podcast "Dear Reality, You're Effed!"
- Handled all logistics, shipping, website creation, and customer service for her homewares company, Hannah's Homewares.

COMMUNICATIONS INTERN

Brown & Brown Insurance

September 2020 - Present

- Work with senior consultants on day-to-day tasks such as client relations, continuing education, and video presentations through Brainshark.
- Create communication materials for clients such as insurance benefits guides, monthly wellness newsletters, and online mobile apps through WordPress.
- Gained corporate experience by engaging with company executives and attending various webinars.