

Cameron Poindexter

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Summary of Qualifications

Creative digital visionary with 5+ years experience in communication, marketing and digital design: developing communication and marketing solutions for a diverse range of clients. Experienced in developing and delivering communications and web projects, within tight deadlines that required budgeting.

Education

Lindenwood University

Masters of Science in Administration | Emphasis: Marketing

St. Charles, MO

2014 – 2015

Lindenwood University

Bachelor of Arts in Communications | Emphasis: Interactive Media and Web Design

St. Charles, MO

2010 – 2014

Technical Skills

Skills:

Web Design, Web Management, Digital and Web Solutions, UX/UI, Marketing, SEO/SEM, Graphic Design, Analytics, Social Media Management, Social Media Crisis Management, Public Relation, Project Management, Business Development, Client Consultation

Software:

SharePoint CMS, Sitefinity CMS, Marketo, Hootsuite, Google Analytics, Google Adwords, Photoshop, InDesign, Illustrator, Dreamweaver, Lightroom, Final Cut Pro, AVID, Premiere, Microsoft Word, Power Point, Excel

Operating Systems:

Microsoft Windows, Mac OSX, Linux

Experience

Tenet Healthcare Corporation

Sr. Web & Mobile Specialist (Corporate Team)

Dallas, Texas

2017 - Present

- Manage and update 76 hospital websites across Tenet's healthcare network.
- Use CMS and Google Analytics to analyze website traffic and users engagement metrics.
- Develop effective SEO/SEM and social campaigns to support marketing goals and objectives.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- Collaborate with marketing and design teams to plan and develop site content, style, and layout.
- Actively demonstrate proven success in link building and viral strategies.
- Ensure compliance with law (e.g. copyright and data protection).

Tenet Healthcare Corporation

Sr. Web Content & Digital Marketing Specialist (Regional Team)

Dallas, Texas

2016 - 2017

- Maintained and improved 8 hospital websites to support marketing goals and objectives.
- Used CMS and Google Analytics to analyze website traffic and users engagement metrics.
- Managed 6 hospitals' social media profiles including 17 Facebook, 6 Twitter and 5 Instagram accounts.
- Tracked, measured, and analyzed all initiatives to report on social media ROI.
- Proactively scoped and presented new ideas to improve website experience for patients and leads.
- Partnered with hospital marketing teams to design and update site content for marketing campaigns.
- Developed new ideas for content creation to the team using my expertise and eye for graphic design.
- Managed design needs such as presentations, signage, and trade show collateral as needed.

Unisys Corporation

U.S. Department of Justice Web Content Manager

St. Louis, Missouri

2014 - 2016

- Managed and updated 5 U.S. Department of Justice websites under D.O.J direction.
- Project/Team lead for multiple IT teams related to managing D.O.J websites.
- Developed communication content utilizing marketing principles.
- Worked with the marketing team to design and update site content for global marketing campaigns.
- Designed SOPs compliance with laws and regulations for government communication access.
- Responsible for identifying sprint, project risks, and offering potential solutions.
- Facilitated decision-making, issue resolution, and consensus among the team.
- Provided visibility and status on active projects on a regular basis to upper management.
- Tracked team progress, productivity, success, and development costs.

Gateway Buick GMC

Creative Marketing Consultant

Hazelwood, Missouri

2013 - 2014

- Assisted Sr. Marketing Manager with advertisements for print and web.
- Quickly communicated and enabled technology and turnkey leadership skills.
- Created content for the marketing department using InDesign, Photoshop, and Illustrator.
- Developed proposal ads and branding packages for future marketing plans.
- Managed social media: Facebook, Twitter, Youtube, and Google Plus.
- Participated in day-to-day updating, maintenance, and continuity of social media outlets.
- Developed marketing strategies to promote Gateway Buick GMC social media campaigns.
- Implemented best practice analytics to ensure all social media campaigns were measurable.

Experience

Lindenwood University

St. Charles, Missouri
2012 - 2014

Multimedia Specialist

- Designed effective and innovative communications including original publications and graphics.
- Taught and mentored students about the field of multimedia and communications.
- Assisted students in development of program functionality in the field of communications.
- Implemented creative formats to publicize graduate programs, undergraduate programs, and alumni news.
- Met with Upper management to discuss briefs, requirements, and project status.

Akan Communications

Chicago, Illinois
2009 - 2013

Graphic Designer

- Maintained company website by developing, HTML, JavaScript, and CSS.
- Responsible for the design and implementation of quality based online multimedia content.
- Thought creatively to develop new design concepts, graphics, and layouts.
- Proactively scope and present new ideas to improve website experience for customers.
- Managed design needs such as presentations, signage, and trade show collateral as needed.
- Created visual content for marketing materials, websites, traditional print, and other media.