

CAMERON PERRELLI

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Education

Bachelor of Sciences in Advertising
University of Florida, Gainesville Florida
General Business Studies Minor

August 2019
Cumulative GPA: 3.8

Relevant Experience

Union Properties, Gainesville, FL

Leasing Consultant

September 2018- May 2019

- Independently conducted walkthroughs of units and answered questions regarding services and amenities
- Utilized strong communication and time management skills to support diverse client needs in a fast-paced environment
- Assisted current, future and potential tenants utilizing email, phone, and in-person interpersonal communication skills
- Produced publicity material to target niche markets, generate leads and fulfill occupancy rate
- Developed and initiated innovative marketing strategies to increase residency retention

Ad Society, Gainesville, FL

August 2017- May 2019

Chapter of the American Advertising Federation

- Served as a student representative for the Ad Society and assisted with school and community events for prospective students
- Gained invaluable insight of advertising concepts by collaborating on projects with Ad Society members
- Developed and disseminated advertisement material on social media platforms and organization website
- Identified issues and trends that translate into key market-facing initiatives and opportunities

AMG Naturally Inc., Fairfield, CT

October 2017- September 2018

Social Media and Marketing Intern

- Responsible for coordinating and executing social media strategy on platforms including Instagram, Facebook, Twitter, and Pinterest
- Augmented social media presence and followers by engaging with consumer markets and effectively increased following by 1,400+
- Disseminated press material including press releases, blogs, and newsletters both B2B and B2C
- Analyzed media sources and monitored social trends to compile industry research for senior-level supervisors
- Participated in the planning and execution of events and trade shows

Additional Experience

Friends of Micanopy Library Tutoring, Gainesville, FL

August 2018- January 2019

Tutor

- Identified individual developmental needs and implemented customized coaching and mentoring to help students master new skills
- Provided one-on-one and group sessions with students at risk of failing to facilitate education growth
- Communicated with administrators and parents regarding student concerns and academic achievements

Mod Pizza, Gainesville, FL

August 2018- January 2019

Brand Ambassador

- Supported management with the planning, development, and implementation phases of brand-related events
- Advised management on brand position, marketplace research, and consumer research
- Utilized social media platforms to generate brand awareness and grow following by 30%
- Researched local competitors to develop new business opportunities and optimize sales

Leadership and Involvement

Delta Gamma Sorority, Gainesville, FL

August 2017- May 2019

Honor Board Member

- Assisted in educating members about the Honor Code
- Determined through the process of a hearing whether a student violated Honor Code
- Promoted and upheld core values essential to the organizational mission and enforced appropriate ethical behavior

Spring Meadows Retirement Home, Trumbull, CT

June 2015- August 2016

Volunteer

- Facilitated patient flow and promoted positive patient and staff culture
- Orchestrated daily activities to enhance patient health status and engagement
- Planned and coordinated various on-site events

Skills

Adobe Creative Cloud

Hootsuite Academy

Nielsen

Google Analytics

Microsoft Excel

Microsoft PowerPoint

Google Ads

Microsoft Word

WordPress

Awards and Honors

Dean's List

May 2016- May 2019

Summa Cum Laude

May 2019