

# 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**

**September 2018- May 2019**

*Leasing Consultant*

- 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  
Google Analytics  
Google Ads

Hootsuite Academy  
Microsoft Excel  
Microsoft Word

Nielsen  
Microsoft PowerPoint  
WordPress

## Awards and Honors

Dean's List  
Summa Cum Laude

**May 2016- May 2019**  
**May 2019**