

CAMERON PRESTWICH

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EXPERIENCE

JANUARY 2021 – PRESENT

INSTAGRAM ACCOUNT MANAGER, TAGATA PASIFIKA

Created and grew a global digital community focused on Pasifika creatives, entrepreneurs, and businesses. Increased follower count by 28% from an Instagram ad that received nearly 4000 impressions. Networks with and promotes followers. Creates content. Uses Instagram insights and analytics to understand audience engagement and activity.

FEBRUARY 2021 – APRIL 2021

WILLES CENTER TEACHING ASSISTANT, BYU-HAWAI'I

Graded between 25-100+ assignments per week for SEO, digital marketing, small business creation, and small business management classes. Recorded grades and informed students of their final grades. Corresponded with students and professors via Canvas and email. Created weekly quizzes. Tutored students. Hosted and moderated panels featuring guest speakers.

SEPTEMBER 2020 – DECEMBER 2020

SEO SPECIALIST, ZXENA MUSIC

Developed an SEO Strategy for [z xenamusic.com](#). Responsible for blog content and writing to enhance and raise awareness of the artist/brand and drive SEO traffic to the site. Ghostwrote and published [three articles](#). Increased total site sessions by 422% and unique visitors by 175%.

SEPTEMBER 2019 – DECEMBER 2019

MARKETING SPECIALIST, POLYNESIAN CULTURAL CENTER

Worked with teammates to develop a cause marketing plan for the Polynesian Cultural Center to attract more customers. Created a campaign slogan and hashtag, digital and physical products, and business proposal. Researched the company, target demographic, and competition.

EDUCATION

APRIL 2021

B.S. BUSINESS MANAGEMENT - MARKETING, BYU-HAWAI'I

Minors in psychology and music. CGPA: 3.78. Honors: magna cum laude.

SKILLS

- Microsoft Office
- Instagram advertisements
- Strong written and oral communication
- Adaptability
- Time management
- Fast learner
- Leadership
- Organization