

# CERISE HAMPTON

College Station Tx 909-557-8608 | [cerisehampton@gmail.com](mailto:cerisehampton@gmail.com) | [cerisehampton.info](http://cerisehampton.info)

## SUMMARY

Creative web marketing professional with over twenty years of experience in Higher Ed and healthcare, working in digital marketing development and management. I seek a new opportunity to transfer within the A&M system, where I can be an asset by utilizing my knowledge, skills, and experience while learning and growing professionally.

## EXPERIENCE

### **6/2022-Current Web Communications Specialist II / Web and Information Design Specialist**

#### **Texas A&M University/ College of Medicine- Bryan, TX**

Web Professional Lead at the College of Medicine (4 campuses).

Development and Management of the WEB Rejuvenation and reVISION' 24 Projects to improve the College of Medicine's web presence.

Performs day-to-day website maintenance and the in-house web expert to administration, department heads, and department web reps.

Development of web and Intranet standards, guidelines, and processes.

Intranet/SharePoint Co-Administrator.

Contributor to the Development of the COMMunity Hub Intranet Community Supervisor web team.

### **6/2021-8/2022 Patient Access Representative (PAR)**

#### **Peace Health Medical Group- Florence, OR**

Front desk and Registration/Scheduling/Insurance verification for Medical Group, Primary Care, Covid, and Walk-in Clinics.

### **1/2016-Current Independent Contractor- Digital Marketing Specialist**

Marketing, Communications, Web Development, Consulting, Social Media Administration, Web Management.

Experience in Commercial Real Estate, Retail, Non-profit, Healthcare, and Restaurant Industries. (Less than PT currently)

### **2/2019-6/2020 Administrative Assistant to the Deans of Instruction**

#### **Southwest Oregon Community College — Coos Bay, OR**

Administrative support to multiple deans and academic program administration. Provided communication (verbal, written and digital) on behalf of the Deans to Faculty, Students and General Public. Provided quality customer service to students and faculty online, on the phone, and in person.

Accreditation, Student Marketing and Recruitment, Website and Social Media Administration, Travel and Financial, Department HR duties. Coordinate program meetings, state exams, courses, and event planning.

Program Adm for fourteen programs, including Fire Science, Paramedicine, Law Enforcement, Medical Assisting, EMS, Dental Assisting, Welding, Pharmacy Tech, and Computer Studies.

### **4/2006-6/2018 Content Web Manager/Digital Marketing Specialist**

#### **Loma Linda University Health-School of Allied Health — Loma Linda CA**

Web Communication Manager for the School of Allied Health Professions

Manager of all online communications for fifty-four unique healthcare degree programs, the School of Allied Health Professions, and the Loma Linda University Health brands.

Management of Academic program information and Events, Fundraising and Donation Campaigns, Developing Web Strategies and Policies, Branding, SEO, and Written Communications, including Email, Newsletters, Brochures, References, Media and News blasts and Media Releases. The role also included Content Development, Writing, Photography, Graphic Design, and Social Media Administration.

Managed a two-year redesign of the School Website.

Special Deans' Office Projects included improving the student experience through quarterly online surveys and providing analytic web data reporting and presentations to all School programs and administration. Assisted the Associate Dean with photography and video shoots on behalf of the school.

1/1995-3/2007

**Homefront HQ.com Web Creator, Administrator**

Southern California Region/ Inland Empire CA

Managed a web presence and worked with the public to encourage and bring awareness to the US Military by providing support through various volunteer support projects.

Worked with multiple Military installations in Southern California. Spearheaded various year-round projects within the community and assisted in gathering over sixty-five tons of military support items during the Iraq and Afghanistan wars.

## EDUCATION

- Program Certification: Specialized Medical Coding 1998  
Loma Linda University- Loma Linda CA
- Associate of Science: Medical Sciences (Pre-Nursing) 1989  
Crafton Hills College — Yucaipa, CA

## CERTIFICATIONS

- Project Management Courses (Working Towards PMP Certification)
- Multiple Linked-in Learning Courses
- Web Administrator Certification
- Online Business Specialist Certification
- Internet Marketing Specialist Certification
- **FEMA NIMS IS-00100.c** Intro to ICS, **IS-00200.c** Basic ICS for Initial Response, **IS-00029.a** PIO Awareness, **IS-00042** social media in Emergency Management **IS-00042.b** Effective Communication, **IS-00700.b** Intro to National Incident Management System **IS-00800.d National** Response Framework, An Intro.

## KNOWLEDGE

- TAMU Web and Brand Guidelines
- Marketed various higher education types and levels, from day courses to doctorates for CC, private, and state university institutions.
- Web management and revision best practices.
- Healthcare, EMS, Fire, LE, EM Terminology & Culture
- Adult Education
- Photography and Social Media
- Work remotely or in--office as a contributing team member.
- Maintaining Organizational Standards, Missions, and Goals.
- Knowledge of software: MS Office, Excel, Teams, Zoom, SharePoint, Qualtrics, Drupal, WordPress, Cascade, Click-up, Joomla, Site Improve, and Photoshop.