

# Cerise Hampton

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Healthcare Web Communications

## Summary

Experienced Healthcare Web Marketing Specialist with over fifteen years of expertise in increasing online visibility for healthcare-related higher education institutions. Also possesses hands-on knowledge and experience working directly within the healthcare profession, including roles in medical offices and hospital settings.

Management style focuses on supporting healthcare brands, achieving objectives, creating web content, simplifying processes, and fostering a productive work environment.

## Experience

6/2022 - Current — Web Communications Specialist II

Texas A&M University, Health Science Center, Vashisht College of Medicine - Bryan, TX

- Lead Web Specialist 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 serves as 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.
- Developer of the COMMunity Hub Intranet Community.
- Supervisor of students and web team.
- Notables: Created initial websites for Texas A&M's new Rural Medicine and Aerospace Medicine Programs. Website and Name Rebrands.

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

Peace Health Medical Group - Florence, OR

- Front desk and Registration/Scheduling/Insurance verification for Multi-provider Medical Group, Primary Care, Covid, and Walk-in Urgent Care Clinic Patients.

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, awards, and event planning.
- Program Adm for fourteen programs, including Fire Science/Fire Academy, 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, their related 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.
- 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 reporting.
- Assisted the Associate Dean with photography and video shoots.
- Notables: Created initial websites for new academic programs, international degree offerings in Saudi Arabia, Japan, and Haiti.

9/1994 - 4/2006 — Department Secretary  
Loma Linda University - School of Allied Health, Occupational Therapy

- Managing communications, assisting faculty, organizing events, handling admissions, maintaining records, and supporting students.

Previous Healthcare jobs included: Registration Front Desk in a Trauma Center ER (3 years)  
Nurses Assistant (2 Years) Eye Doctor's Office (1 year).

## 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
- Multiple LinkedIn Learning Courses in various topics
- 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

- Medical Terminology
- Healthcare knowledge for multiple professions
- Healthcare Web Management
- Web Content Writing
- Social Media
- Web Analytics
- Intranet Development and Management
- Survey Development and Reporting
- Organization w\Wide Communications
- Maintaining Organizational Standards, Missions, and Goals
- Knowledge of software: MS Office, Excel, Teams, Epic, Zoom, SharePoint, Qualtrics, Drupal, WordPress, Cascade, Click-up, Joomla, Site Improve, Google Analytics, AI (ChatGPT and CoPilot)