

# AMINATA CAMMON

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## PROFESSIONAL SUMMARY

I am a Marketing Specialist with a Bachelor of Science in marketing, a certification in digital marketing and Meta social media marketing. I specialize in email marketing, digital content creation, social media management, web traffic analytical reporting, and paid social media promotions.

## SKILLS

- Digital Marketing
- Search Engine Optimization
- Social Media Management
- Google Analytics
- Graphic Design
- Email Marketing

## EXPERIENCE

School Bus Driver November 2022 - Current

Prince George's County Public Schools | Fort Washington, Maryland

- Stay in open communication with dispatch, quickly reporting accidents, delays and other issues.
- Comply with all administrative duties such as vehicle pre and post trips and student accountability reports.
- Expert time managing by adjusting routes to account for traffic and weather problems.
- Follow planned route each day, consistently meeting scheduled stops.
- Manage pupils while operating a commercial vehicle.

School Bus Driver November 2021 - April 2022

Yellowfin | Minot, ND

- Stayed in open communication with dispatch, quickly reporting accidents, delays and other issues.
- Followed planned route each day, consistently meeting scheduled stops.
- Paid attention to traffic, weather and road conditions to avoid delays and accidents.
- Kept buses clean to uphold professional standards.

Marketing Specialist February 2020 - September 2022

Magic City Discovery Center | Minot, ND

- Designed, maintained, and integrated SEO/SEM keywords into the company website utilizing WIX.
- Maximized marketing budget by utilizing the organizations non-profit status to qualify for discounted marketing services.
- Collaborated with multiple departments to produce the company's marketing plan and brand guide to ensure logo usage is clear and concise.
- Collected and reported website and social media traffic using Google, Wix, Meta, and MailChimp analytical reports to build current customer segments.
- Managed content creation for daily social media posts on Facebook, Instagram, LinkedIn, Twitter and TikTok using Canva and Loomly.
- Created digital paid advertisements using Google Ads and Meta.

- Created internal and external marketing materials such as brochures, business cards, PowerPoint themes, invitations and thank you cards.
- Collected, analyzed and reported analytical reports to better track KPI's, generate leads and increase brand awareness.

Office Administrator

July 2019 - February 2020

Schlumberger | Minot, ND

- Supervised front office activities expertly, including accounts payable and receivable, reception, and mail management.
- Completed advanced clerical tasks, including account reconciliation and document management.
- Used Peoplesoft to enter purchase orders, document expenses and track billable hours by project.
- Kept office operations consistent, mentoring employees on correct procedures for different tasks.
- Facilitated office communication, handling and routing mail, packages and messages.
- Coordinated events for office staff, organizing resources and preventing scheduling conflicts.

Operations Coordinator

November 2015 - May 2019

Michaels Transportation | Sacramento, CA

- Managed operations of school bus drivers for the Sacramento based office.
- Managed school bus drivers' schedules and assignments.
- Booked and dispatched trips for school districts and other transportation companies surrounding the Sacramento area.
- Maintained DOT compliance records for all drivers.
- Facilitated rescues or replacements buses for emergency school bus breakdown situations.
- Guided prospective employees through the hiring process (interview, prepare and distribute hiring packets, DOT physical forms, finger printing authorizations, as well as drug screening authorizations.)
- Designated as the Human Resources representative for this office (which includes completing E Verify, Sexual harassment, reasonable suspicion, and other various training that allow me to perform some HR functions.)

Customer Service Representative

January 2014 - July 2015

Alorica | Clovis, CA

- Answered inbound calls to handle various concerns, set appointments and close sales.
- Collaborated across departments to resolve customer-related issues.
- Documented, researched and resolved customer service issues.
- Enhanced customer satisfaction with fast, knowledgeable service.

## EDUCATION

Bachelor of Science (B.S - Marketing)

December 2023

University of Maryland Global Campus, Maryland

## ACCOMPLISHMENTS

- Meta Social Media Marketing Specialization