

# Cameron Prestwich

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## WORK EXPERIENCE

### Polynesian Cultural Center

Laie, Hawaii/Remote

*Social Media Manager/Digital Commerce Marketing Specialist*

*July 2021 – February 2025*

- Developed and implemented comprehensive social media strategies for The Hawaii Store that lead to the following within 90 days: Instagram reach increased by 1076%, engagement by 961%, profile visits by 620%, and followers by 17%; TikTok reach increased by 202%, video views by 240%, profile views by 227%, likes by 81%, comments by 125%, shares by 974%, and followers by 102%; Facebook reach increased by 201%.
- Produced and shared captivating visuals and written content in real-time for special events such as the World Fireknife Championships, Polynesian Bowl, We Are Samoa Festival, and Moanikeala Festival, garnering high viewership and engagement. Increased Instagram story views by 475% during We Are Samoa Festival.
- Collaborated with coworkers to create a multi-brand holiday giveaway that grew the Hawaii Store's Instagram audience by 7% and got the Polynesian Cultural Center's Instagram 100,000 followers.
- Created original and trendy photo and video content that grew and engaged both current and new audiences, and optimized new content based on what previously performed well.
- Combined The Hawaii Store's brand with social media trends to increase brand metrics, revenues, follower count, and engagement.
- Collaborated with store supervisor to ensure Meta social content and campaigns aligned with store campaigns.
- Moderated comments and direct messages, provided customer service, and escalated customer issues to the director of retail sales when necessary.
- Utilized Meta Business Suite to review analytics and schedule content.
- Reported business analytics to managers and teammates weekly.
- Assisted with and directed photoshoots, cast models.

## PROJECTS

### Humans of the Moana (formerly Tagata Pasifika)

Remote

*Creator and Instagram Account Manager*

*January 2021 – Present*

- Manages content calendar.
- Collaborates and networks with Pacific Islander creatives, entrepreneurs, and small businesses to write up features about them and reach a larger audience for each party.

## EDUCATION

### Brigham Young University-Hawaii

Laie, Hawaii

*B.S. Business Management - Marketing (GPA: 3.8)*

- Minors: Music, Psychology

## SKILLS

MS Office Suite, Premiere Pro, CapCut, Lightroom, Photoshop, Meta Business Suite, TikTok Business Suite, copywriting, social media SEO