

Shakira Jackson

Career Objective: Spring 2019, Begin Master of Science program at R.I.T in Health Systems Administration

Education

Saunders College of Business: Rochester Institute of Technology, Rochester, NY
Bachelor of Science in Business Administration: *Expected May 2018*

Major: New Media Marketing | **Minor:** Anthropology & Sociology | **Immersion:** Advertising & Public Relations

Work Experience

Excellus BlueCross BlueShield, Rochester, NY: December 18, 2014 – Present
Geriatrics & Palliative Care Program College Intern

MOLST Program Data Collection & Analysis

- Supported surveying 600+ nursing homes in NYS for a 73% response rate.
- Surveyed all hospices in NYS regarding MOLST implementation for an 84% response rate.
- Database development to track survey participation, to assist with the implementation of MOLST & eMOLST in hospitals and nursing homes across NYS.
- Prepared 3 reports on MOLST implementation in hospitals, nursing homes & hospices across NYS to be presented nationally.

Social Media Monitoring

- Maintain departments Facebook and Twitter accounts, combined following 2400.

Website Reconstruction

- Assists upper management in collection, analysis and evaluation of data for all initiatives as needed.
- Regularly work with both internal and external stakeholders.

Excellus BlueCross BlueShield, Rochester, NY: January 14, 2013 – August 15, 2014
Geriatrics & Palliative Care Program High School Intern

- Authorize and validate orders for collateral material for printing and shipping across NYS at greater than \$50,000 per year.
- Supports management of content on CompassionAndSupport.org website by reviewing files and making updates periodically.

Skills

- Social Media Measurement
- Google Analytics Certified
- Microsoft Office Suite (Word, Excel, PowerPoint, Access & Publisher)
- Clerical skills

Clubs/Activities

Delta Sigma Pi Business Fraternity: November 2015 – Present

Lowenthal Service Group: September 2015 – Present