CAMERON PATTERSON NORFLEET

NORFLEET.TECH@GMAIL.COM | LOS ANGELES, CALIFORNIA | 510-926-2485| CAMERON NORFLEET - LINKEDIN

WORK EXPERIENCE

Fingenic, San Francisco California

Web Development Intern
2022-2023

- *Product Development*: Built out front end of native web application, based around user sensitivities and UX wireframes. From ideation to iteration.

- Debugging and testing on mobile application, for 2023 use case.

- Consulted directly with the Head of Sales and Marketing to address user pain points.

Runway Supply, San Francisco California

Jr. Product Developer
2019-Current

- *Product Development*: *Spearheaded 2019 Debugging & UI Development:* by working within the Engineering Team, to release first application iteration.

- Led leadership strategy planning offsite to narrow down and align on 3 2020 strategic pillars with 5 leads.
- Assisted in the Structure of a viable GTM strategy for the company; estimated to generate 1500+ interactions in App

- Successfully debugged Login/Landing Pages of the application. Restructured UI & UX utilizing Figma.

Seventh Hand Design, Los Angeles California

Digital Marketing Lead/SDR
2021
- Growth Strategy: **Directed a 2022 growth initiative to extended lead acquisition**, est. to capture $50-70k in Q3-Q4 Revenue
- Led analyses of **$200,000+ untapped market oppty.** to define 2023 penetrable markets.
- Successfully generated, **4+ Jobs, 10+ consultations** via software solutions derived to streamline client engagement.
- Designed & **implemented customer outreach & response automation** via Zapier + CSS,JS

ENTREPRENEURIAL EXPERIENCE

Hommefleur, San Francisco California
Founder   *2020-Present*
- Deriving Company Framework, On-Boarding 4 member team, and establishing customer relations initiative.
- Co-leading a team of 4 project members to scale external branding; increasing company followers 3x, totaling 3,104.

- Spearheading partnerships (4 National organizations & 3 Universities) to collaborate with 30+ partners across 9 states.
- Project Management, Deriving revenue goals, aligning goals to team needs and project demands, and timeline constraints.

EDUCATION

Diablo Valley College, Pleasant Hill, California. **UC TAG** Recipient.

Associates of Science in Communications, **Cumulative GPA:** 3.65/4.00 | **College Admissions;** UC Santa Barbra, Cal State East Bay.

*Google UX Certificate***;** Completion Date April 2022
SKILLS & INTERESTS
Computer: **Javascript**, **HTML/CSS**, Data Visualization, **UX/UI**, Figma, Graphic Design.
 | *Interests:* Jiu-JitSu, KickBoxing, **Blockchain Developmen**t, Personal Finance, Cooking|