

Rowdy Bentham

Hortonville, Wisconsin

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Qualifications Summary

Reliable, service-focused nursing assistant professional with excellent patient care and charting skills. Compassionate and technically skilled in attending to patients in diverse healthcare settings. CPR certified. Also, accomplished healthcare marketing professional with extensive experience developing, implementing and measuring digital marketing strategies for a major healthcare entity.

Professional Experience

Certified Nurse Assistant, Post-Surgical Services, 2019 – current

TheDaCare Regional Medical Center in Neenah

- Provide for activities of daily living by bathing, changing linens, assisting with serving meals, feeding patients, voiding, ambulating, positioning, and providing fresh water and nourishment between meals.
- Maintain patient stability by checking vital signs, recording intake and output information.
- Empty surgical drains.
- Empty, clean, and remove catheters.
- Transport patients, answer patient call lights, and report observations of the patient to nurse.
- Assist nurses with admission and discharge of patients.
- Monitor glucose levels of patients per provider's orders.
- Provide adjunct care by applying ice packs and heat treatments.
- Document actions by completing forms, reports, logs, and track all interactions in electronic medical records system Epic.
- Provide patient entertainment by utilizing resources and materials in the hospital such as books, movies, television, etc.
- Serve and protect the hospital community and the patients by adhering to professional standards, hospital policies and procedures.
- Follow federal, state, and local laws.

Program Marketing Manager, 2013 – 2014

UW Medicine, Seattle, WA

- SEO/SEM development (keyword list management) increasing brand awareness and enthusiasm and generating patients
- Created content for display and search advertisements and landing pages to drive traffic to the Web site

- Wrote, edited, organized and optimized content including interface language, product names, navigational nomenclature, and visual content resulting in improvements to consistency of voice, search ability and user experience
- Used analytics data to create online and traditional marketing campaigns and measure successes
- Performed content audits for online marketing efforts increasing SEO
- Developed, managed, and executed campaigns and the day-to-day development and publishing of innovative, high quality, consistent content that has increased customer satisfaction and generated enthusiasm
- Wrote, created, and managed creative content for direct mail, email, and print advertising for UW Medicine's Brand Campaign

Lead Online Strategist, 2010 – 2013

UW Medicine, Seattle, WA

- Collaborated with other marketing managers to formulate, direct and coordinate online marketing activities and policies to integrate marketing strategies.
- Identified, developed, and evaluated online marketing strategy based on market characteristics obtained through analytics data and knowledge of establishment objectives
- Initiated market research studies and analyzed their findings then report to direct reports, colleagues, and leadership to determine strategy, best practices, and process improvement
- Strategized and drove new information architecture, URL structure, page layout, overall site design and full migration plan for a new site in a new content management platform that will reduce a 3,000+ page enterprise site to 1,000 succinct, tabbed pages Supported social media efforts to ensure consistency across the digital channels to maximize impact of campaigns and improve search rankings for all content types
- Collaborated across teams to ensure efficiency on all multifaceted projects
- Optimized Web site exposure by analyzing search engine patterns to direct online placement of keywords or other content
- Prepared project status reports by collecting, analyzing, and summarizing information and trends

Education

Nursing Assistant Program, 2019

Fox Valley Technical College, Appleton, WI

Bachelor of Arts in Marketing, 2010

University of Washington, Seattle WA