CHARLOTTE, NC | KEIASIIAM.KM@GMAIL.COM | (864) 325-2122

KEIASIIA MARSH

PROFESSIONAL SUMMARY

Versatile and detail-oriented Healthcare, Communications, and Operations Professional with extensive experience in public health, clinical support, administrative operations, and community outreach. Proven success in managing patient care records, maintaining strict HIPAA compliance, executing community engagement initiatives, and optimizing workflow logistics. Adept at leveraging EMR and CRM tools (Epic, Salesforce, Microsoft Excel) to deliver outstanding administrative efficiency and high-quality care.

CORE SKILLS

Healthcare & Compliance
HIPAA Compliance • Point-of-Care (POC) Testing • EMR Systems (Epic) • Clinical Assisting • Quality Improvement • Medication Administration

Operations & Software
Salesforce • Microsoft Excel • Google Workspace • Data Entry & Reporting • Scheduling & Logistics • Records Management

Communications & Outreach
Public Relations • Community Outreach • Social Media Management • Customer & Guest Relations • Written Communication

EDUCATION

Bachelor of Science in Public Health Education
North Carolina Central University
Relevant Focus: Community health, health education, program planning, health disparities, and data-informed decision-making.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Public Relations Certification - MuckRock

Digital Media Certification - HubSpot

Data Analytics Certification - UT Health Program

Epidemiology Certification - UT Health Program

Google Data Analytics Professional Certificate

Certified Nursing Assistant (CNA)

Medication Administration Training

PROFESSIONAL EXPERIENCE

CLINICAL ASSISTANT | ACTS RETIREMENT-LIFE COMMUNITIES | AUG 2024 - PRESENT

Delivered comprehensive clinical and administrative support to medical personnel in fast-paced care environments. Conducted Point-of-Care (POC) testing, accurately updated patient health records, and managed EMR documentation in strict compliance with HIPAA standards. Supported quality improvement initiatives and assisted in daily workflow coordination to deliver exceptional, patient-centered care.

HOSPITALITY COORDINATOR | LIBERTY HEALTH | OCT 2022 – DEC 2025

Coordinated hospitality activities and administrative details to support smooth daily operations and positive guest experiences. Communicated with guests, clients, and multidisciplinary healthcare teams to respond to requests, resolve concerns, and maintain high service standards. Organized competing priorities, tracked follow-up tasks, and shared updates to ensure consistent delivery of service.

CUSTOMER SERVICE REPRESENTATIVE / PHARMACY TECH | CVS HEALTH | OCT 2021 – JAN 2023

Responded to customer questions and service requests with professionalism, accuracy, and attention to detail. Processed prescription details and customer records into healthcare databases while maintaining high data accuracy and strict patient confidentiality. Identified customer needs, resolved service issues, and supported efficient store operations.

SALES REPRESENTATIVE | HOUSE OF SNATCHED. | MAR 2019 - OCT 2021

Managed client inquiries, customer service interactions, and sales tracking utilizing CRM platforms. Maintained accurate client records and supported product promotion to build strong brand engagement.

PROJECTS & FREELANCE EXPERIENCE

EXECUTIVE ASSISTANT (FREELANCE) | VETERANS HOME

Oversee daily administrative operations, executive scheduling, confidential documentation, and interdepartmental communications. Managed records systems and implemented organizational workflows to support operational efficiency and regulatory compliance.

SOCIAL MEDIA MANAGER | NONPROFIT ORGANIZATION (NPO)

Developed and executed strategic social media content and digital outreach campaigns to increase public health awareness and community engagement. Supported public relations initiatives to communicate key organizational messages and connect community members with vital health resources.