

CALI STAFFORD

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High-energy, relationship-driven professional with strong communication skills and experience in commercial and residential real estate, banking, healthcare, business and employer law, and insurance. Skilled at building lasting networks of clients and referral partners that drive growth and opportunity.

Work Experience

Carlson Integrated

Account Manager & Business Development Associate

Mar 2024 – Oct 2025

- Developed and maintained client and referral partner relationships, building a strong pipeline for various work types.
- Represented the company at professional and social events to drive brand awareness and generate new business.
- Managed B2B and B2C marketing accounts across industries, including insurance, law, real estate, and wellness.
- Created and edited website, blog, and social media content, ensuring consistency and alignment with brand standards.
- Planned and executed company and client events while analyzing performance metrics to optimize engagement and results

Diaz Shafer Law

Marketing Coordinator

Mar 2023 – Mar 2024

- Created and managed social media content, newsletters, and blog posts to increase audience engagement and attract new clients.
- Updated and optimized the company website while conducting market and competitor research to refine marketing strategy and brand positioning.
- Analyzed campaign and website performance metrics to uncover growth opportunities and enhance overall marketing effectiveness.

American Marketing Association

Executive Board Programming Coordinator

Jun 2021 – Jun 2022

- Successfully planned & executed a variety of engaging social events to connect students with marketing professionals, fostering valuable networking opportunities.
- Invited industry experts to speak at events, providing students with valuable insights & exposure.

EDUCATION, SKILLS, & INTERESTS

The University of Tampa: Bachelor of Science in Marketing and Business (May 2022)

Skills: B2B Marketing Strategy, Content Development, Social Media Marketing, CRM, Business Development & Networking, Graphic Design, Photoshop, Event Planning & Scheduling, ROI Analytics, Website Creation & development, Email Marketing, Clerical Skills, Beginner-level coding, Mid-level written & spoken Spanish.

Volunteer: KIDS TOO, PAWS, University of Tampa Marketing Association

