

Justin T. Williams

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Expertise

Project Management
Campaign Planning
Presentation Design
Document Layout
Communication Strategy
Email Communications
Copywriting
Social Media
Public Speaking
Editorial Scheduling
Press Releases

Technical Skills

Microsoft Word + Pages

Microsoft PowerPoint + Keynote

Microsoft Excel + Numbers

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

WordPress + Drupal

HTML

AP, APA Writing Styles

Profile

I succeed in organizations that value streamlined efficiency and prompt decision making as well as a love for self-motivated starters. Always looking to the next objective, organization in a team or alone is preferred. I take my responsibility seriously, carefully holding them to the highest standard I can achieve with my current skills. Interested in CSR I would love to work with an organization that looks to get young people involved in environmental efforts.

Experience

Columnist -Autumn Oak Lane

Kentucky Kernel – KRNL Fashion + Lifestyle Blog • July 2020 – Present

- Started as a weekly blogger curating articles on topics such as hobbies and lifestyle ideas
- Started Autumn Oak Lane column as a way to explore a creative avenue in houseplant and gardening blogging
- Communicated with staffers at least once a week when they sent out weekly emails on operations at the organization

Executive Assistant

University of Kentucky Hall Council • December 2019- March 2020

- Compiled notes on monthly meetings where the council discussed upcoming events for the residence halls
- Kept track of budget and coordinated meetings with the president and resident hall coordinator
- Managed as liaison between students and the council to get ideas and feedback on events in the residence hall.

Radio Show Host

University Of Kentucky WRFL Lexington • December 2019 – March 2020

- Voiced over commercials for local businesses in the surrounding area, handled copywriting on the show per the station requirements
- Organized the music collection when needed to assist in streamlining of the show process.
- Uploaded the shows playlist to the radio's website to help consumers identify what songs they listen too as well as supporting the artist played.

Education

UNIVERSITY OF KENTUCKY
Pursuing bachelor's in
Anthropology & Integrated
Strategic Communication
(Third Year, expected graduation
May 2022)

Certifications

2019- Ethics in Advertising

References

Available Upon Request

Independent Consulting Projects

Data Entry

DEWCO Development • January 2017 – August 2018 | May 2019 – August 2019

- Filed documents as needed so the CEO could easily access client information
- Entered tax returns and clientele into online databases for efficiency among the employees

Retail – Cashier – Scooper

Hilton Head Ice Cream • March 2018 – August 2018 | May 2019 – July 2019

- Maintained a consumer relationship and replenished inventory as needed, communicated with costumers.

Applicable College Courses

ISC 261

- Ran a CSR campaign for mock client Kellogg's Pop-Tarts, teamed up with Feed America for the mock campaign and produced email marketing, magazine adverts and copywrite for each campaign piece

ISC 311

- Tested the ethicality of a Dove advertisement using the TARES Test

ISC 321

- Worked with No Bull a food brand located in Macedonia, Greece
- Learned how to conduct focus groups and create surveys with Likert scales and other marketing research tools
- Learned how to communicate research findings to the client and present critical feedback on their product in the upcoming market acquisition