

ELIZABETH WILLIAMS

Scottsdale, AZ 85260

ewphotographyllc@gmail.com (602) 739-9533

Summary of Qualifications

SOCIAL MEDIA SPECIALIST

EMPHASIS: SOCIAL MEDIA MARKETING, DIGITAL PHOTOGRAPHY, BRAND PHOTOGRAPHY

Dynamic and results-driven professional with dual bachelor's degrees and an MBA, seeking to excel in a digital marketing or social media agency environment. Experienced in managing social media channels, content creation, and publishing across owned platforms. Proficient in Adobe Creative Suite (Photoshop, Lightroom), Canva, Salesforce, and Microsoft Office Suite, with expertise in digital photography, lighting, and post-production editing. Skilled in commercial, product, landscape, and event photography, with proven success in high-pressure, client-facing roles. Recognized for strong communication, analytical abilities, and effective multitasking.

EDUCATION

Southern New Hampshire University, Manchester, NH

Masters of Science Online Marketing, Concentration in Social Media Marketing

Graduation: 05/2025

Masters in Business Administration, Concentration in Marketing

Graduation: 02/2024

Bachelor of Arts Digital Photography

Graduation: 08/2022

PROFESSIONAL EXPERIENCE

WISE AGENT, CRM Fountain Hills, AZ

March 2020 - Present

Customer Support Specialist

- Provide dedicated support to real estate agents through multiple avenues to assist with CRM features, account setup, and troubleshooting.
- Educate clients on Wise Agent tools and functionalities to maximize CRM utilization and enhance agent productivity.
- Community & Content Management
 - Manage client content by updating CRM data and ensuring information accuracy across contacts and marketing assets.
 - Support agents in marketing outreach by assisting with tailored email campaigns and landing page creation.

REALTOR.COM Scottsdale, AZ

August 2018 – March 2020

Customer Care Live Chat and Email Specialist

- Community Management & Customer Service
 - Respond to phone calls, emails, and live chats from real estate agents and consumers regarding site issues, listings, and billing.
- Content Management
 - Remove off-market listings, including home information and photos for consumers when requested.
- Internal & External Communication Management
 - Partner internally with the Consumer Team to ensure issues are resolved for customers.
 - Work with county records to approve homeownership of off-market listings.

Raze Energy Drink (Repp Sports) Scottsdale, AZ

January 2020 – March 2024

Brand Ambassador, Social Media Content Creator

- Facebook Community Moderator
 - Assist with approving posts to the Facebook Group.
 - Monitor group postings and provide information where appropriate.
- Content Management
 - Create posts (photograph and editing) for social media to assist with sales.

PROFESSIONAL AFFILIATION, SOCIAL MEDIA VOLUNTEER EXPERIENCE

- American Marketing Association Member
- North Scottsdale United Methodist Church Volunteer: Manage livestream Sunday