

# KaLyn Dominique Williams

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## EDUCATION

**Bachelor of Arts, Advertising.** Expected May 2020

Department of Journalism and Strategic Media, University of Memphis

Dean's List, Fall and Spring Semester 2019

GPA: 3.31

## SKILLS

- Microsoft Office, Photography, Adobe Creative Cloud, Canva, Powtoon, WordPress, Weebly, Google Analytics Certified (2019).

## EXPERIENCE

**Brand manager, All Eyes on You Branding, Memphis, TN; August 2016-present**

- Offer graphics and public relations support for over 40 diverse clients. Address clients' needs, from message development and media outreach to event creation and planning. Handle media relations, web design, email marketing, graphic design, research and social media for several

**Marketing assistant, Taekwondo University, Memphis, TN; December 2018- May 2019**

- Oversaw daily operations of the school, transported students from their school to Taekwondo University using the company van, developed events for public relations and marketing purposes and manage all social media accounts. Organized over 100 student accounts and actively communicated with each of their parents via email marketing and scheduled appointments.

**Account manager, Grizzly Sales Force; December 2017-November 2018**

- Managed client relationship with DirectTV at sales and marketing consulting firm. Assisted in management of other accounts. Developed promotions for consumers. Trained works in business and finance operations. Managed office operations.

**Marketing assistant, Pocket Points, Memphis, TN; August-December 2017**

- Developed cost-effective marketing campaigns to launch app at University of Memphis. Scheduled meetings and consulted with UofM faculty. Presented the app in classes to recruit new users, resulting in 500 downloads during fall 2017 recruitment campaign.

## ACTIVITIES AND LEADERSHIP

- Member, Most Promising Multicultural Students Program, American Advertising Federation Class of 2020
- Promotions Officer, American Advertising Federation, University of Memphis student chapter, 2018-present
- Member, Emerging Leaders Program, University of Memphis, 2016-present
- Member, Marketing & Public Relations Committee, Student Activities Council, University of Memphis, 2016-2018

## AWARDS

- Promotions Officer, American Advertising Federation, 2019-present
- Emerging Leaders Scholarship, 2016-present
- William and Lauren Pickens Emerging Leaders Scholarship, 2017-present
- Advertising Rookie of the Year, Department of Journalism and Strategic Media, 2017