




mela
williams

CONTACT

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EDUCATION

MA in Interactive Media

Elon University
Expected May 2020

BA in Media and Journalism

The University of North
Carolina at Chapel Hill
May 2018

SKILLS

Search Engine Optimization (SEO) • Digital Marketing • Social Media Marketing • Copywriting • UX Writing • Content Creation • Blogging • Web Design & Development • Graphic Design • Video Editing

HTML5 • CSS • Adobe Design Suite • Premiere Pro • Hootsuite • WordPress • Google Analytics

EXPERIENCE

Web Developer & Designer | October 2019 - January 2020 | Elon University Fly-In Project

Hamilton, Bermuda

Served as the web developer and designer for a massive site redesign for the Bermuda Heart Foundation. Also assisted with user experience testing and implementation.

Digital Media Strategist (Volunteer) | May 2019 - July 2019 | CityGate Church

Burlington, NC

Developed and optimized strategies for the church's overall digital presence. Responsibilities included maintaining all social media accounts, creating content for all accounts, and optimizing website content.

Digital Marketing Assistant | July 2018 - May 2019 | TheeDigital

Raleigh, NC

Assisted in managing a variety of client websites and social media accounts. Daily tasks included optimizing content and websites with SEO; suggesting and implementing content changes to enhance user experience; developing content for client blog posts and webpages; and managing social media accounts.

Digital Marketing Intern | May 2018 - July 2018 | TheeDigital

Raleigh, NC

Wrote and created content for numerous different company websites, as well as utilized Search Engine Optimization techniques to attract increased amounts of website traffic. Also focused on managing and posting to company social media accounts and blogs.

Graphic Design Intern | May 2017 - December 2017 | Aramark | Carolina Dining Services

Chapel Hill, NC

Assisted in designing different aspects of the Carolina Dining Services brand, such as brochures, menus, Snapchat filters, advertisements, and more.

Marketing Intern | May 2017 - December 2017 | Aramark | Carolina Dining Services

Chapel Hill, NC

Pointed contact between Carolina Dining Services and Incoming First Year and Transfer Students. Also offered insights on social media campaigns, interacted with parents and students, and ran marketing events.