



# AMANDA WOOD WILLIAMS

*Extroverted, creative professional who achieves results via strategic thinking, perceptive communication and a winning mindset*

My husband, Brandon, and I have been married 17 years. We love our two standard poodles, gardening, the Crimson Tide and the state of Texas, especially the Hill Country and the Big Bend.

## CONTACT

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### Website

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## TECH SKILLS

### Graphic Design

Adobe Creative Suite: InDesign, Illustrator, Photoshop

### Video Creation

Adobe PremierePro

### Office Programs

I'm a Mac user, but can make the most of all the Microsoft products, plus Google Suite, with proficiency

### Social Media Marketing

Content creation, copywriting, Adobe Express, PS Express, Mailchimp, Hootsuite

### Web design

Wordpress, Joomla

### Productivity

Slack, Zoom

## EDUCATION

2007

### Bachelor of Arts in English

Gardner-Webb University

## TALENT STACK

### Results-Oriented Process Designer

Goals should be measurable, and they should be achieved through a strategic but adaptable process.

### Outside-the-Box, Strategic Problem Solver

Discovering and reaching solutions via the most logical and resourceful path forward is what drives me.

### Communicator

With an ever-widening array of communication tools — digital, print, written, graphic, video, in-person and everything in between or at the same time — if it needs saying, I can say it well in a variety of contexts.

**Teaching:** Passionate about communicating ideas in an engaging, fruitful and audience-focused way

**Marketing:** Identifying the most interested audience members and connecting them with the right products

**Public Relations:** Insight and interpersonal skills drive a focus on understanding how audiences think, what they need and desire — and ensuring Company's messaging addresses these key constituencies

### Winner

*Can't never could:* I don't believe in can't, and I will fight to get the job done through diligent, focused effort. I don't believe in giving up.

## EXPERIENCE

### Director of Communications

*First Presbyterian Church | 1100-member congregation | Gastonia, NC | 2014 to 2015*

- Event attendance up 30% as a result of strategic communication across multiple channels, consistent branding and captivating design
- Launched service live streaming, resulting in 25% increase in participation
- Influenced members' engagement with their community of faith; enhanced church's reputation in the community through networking and storytelling

### Graduate Admissions Counselor, DSO, Social Media Manager

*Gardner-Webb University | private liberal arts university | Boiling Springs, NC | 2013 to 2014*

- Converted high percentage of leads to enrolled students
- Assisted international students with student visa guidelines; issued Form I-20s
- Harnessed social media marketing as a storytelling tool for generating interest in graduate programs, implementing a comprehensive SMM strategy

### High School English Instructor

*Gaston Christian School | private SACS-accredited school | Gastonia, NC | 2008 to 2012*

- Taught seven classes a day with a 100% pass rate. Duties included researching relevant literary and historical topics; designing and implementing curricula; assessing student work in 7200+ assignments per year, including intensive writing projects; communicating with parents and other stakeholders; effectively creating and managing an engaging learning environment