

Sion Williams

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EDUCATION:

- o Saint Mary's University of Minnesota- Winona, Mn
Bachelor of Arts specifying in Literature with Writing Emphasis
- o Loyola University- Chicago, IL
Masters of Communications- Digital Media and Storytelling program

WORK EXPERIENCE :

Social Media and Content Intern; August 2021- Present

Team 201 B2B Digital Marketing Agency- Chicago, IL

- o Assisted in managing social accounts by monitoring client social platforms, engaging with mentioned content, searching for relevant native posts, and creating quarterly data spreadsheets.
- o Wrote casual and event-oriented copy and ad-hoc posts for Twitter, LinkedIn, and Facebook social platforms and created social graphics in the client's brand identity for Twitter, LinkedIn, and Facebook.
- o Natively searched for potential customers on Twitter, LinkedIn, and Facebook for various clients.
- o Natively search for favorable news coverage articles for all clients.
- o Kept supervisors updated on all client website assets and updates.

Campus Safety Information Assistant; August 2021- July 2023

Loyola University Water Tower Campus- Chicago, IL

- o Organized and collected entrance materials for various events and drop-in guests.
- o Assisted students, staff, and guests with questions and entrance protocols.
- o Provided prompt customer support with a professional, friendly, and patient attitude in person and over the phone.
- o Proactively memorized six building layouts, amenities, and services.

Content Marketing Intern; July 2018- May 2019

Frozen River Film Festival- Winona, Mn

- o Wrote bi-weekly engaging and informative newsletters about upcoming events with an engagement count of approximately 1,200 out of 2,000 attendees.
- o Authored five blog posts about the festival's progression, highlighting past members and their contributions to the program's success.
- o Conducted interviews of past staff and board members.
- o Served as customer service liaison, helping the public with all the questions and concerns they may have had during their time at the festival.

ENGLISH AND LEADERSHIP EXPERIENCE:

Contributor/Presented: August 2019- May 2021

Diversity Cafe Committee

- o Hosted informational sessions expanding on relevant social topics.
- o Collaborated with library research specialists to create informational powerpoints that further illustrated points regarding offered topics.
- o Participated in Diversity cafe event planning and scheduling.
- o Acted as a multicultural resource for students looking to learn more about the discussed topic after presentations.

Literary Magazine Selection Editor: August 2019-May 2021

Mosaic Literary Magazine

- o Helped review and select original pieces for the magazine.
- o Offered and provided suggestions for formatting edits to all selected creatives.
- o Offered counsel to the editor regarding magazine design and formatting using UX techniques.
- o Provided several poems, photos, and a short story that were published in the magazine

SKILLS - Software

- o Microsoft Programs
- o MailChimp
- o Adobe Systems: Premiere Pro, Audition, InDesign, and XD
- o Google Suite
- o Canva
- o Zoho, Oktopost, Meltwater, Hubspot
- o Capcut

PROFESSIONAL REFERENCES

- o Richelle Rogers, DMST Program Director, Loyola University of Chicago rrogers2@luc.edu
- o Ayesha Abouelazm, Professor, Loyola University of Chicago aabouelazm@luc.edu
- o John Hernandez, Lieutenant Officer, and Supervisor, Loyola University jhernandez14@luc.edu
- o Lexa Krug, Content Specialist and Supervisor, Team 201 lexa@team201.io