

BLAKE WILLIAMS

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Professional Summary

Skilled Communications Professional with over 5 years of experience in developing and supporting communications programs and initiatives, with a focus on building positive relationships. Extensive experience in writing and posting content for websites and social media platforms to promote clients' assets. Continually exceeds expectations by building strong relationships, and works well with people at all levels of the organization, including stakeholders, customers, vendors, and team members.

Skills

- Providing & Communicating Vision
- Articulating & Advancing Brand Identity
- Developing Annual Budget & Marketing Plans
- Operations Management & Administration
- Project Management & Tracking
- Spokesperson & Strong Presentation Skills
- Team Leadership & Management
- Collaborating with Government Officials
- Effectively Resource for the Business Sector
- Innovative & Creative Approaches
- Research & Analytical Skills
- Promoting Events & Driving Participation
- Attracting Visitors & Partners
- Excellent Verbal & Written Communication

Technical Skills

WordPress, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Google AdSense, Canon DSLR Camera, Photo Mechanic, Microsoft Office Suite

Work History

President & CEO

08/2020 to Current

Blake Williams Communications – Athens, AL

- Successfully establishing and growing a full-service Marketing & Public Relations Consulting Firm based in Limestone County, while leveraging past clients and a broad networking base to generate consistent business.
- Working with clients including Athens Main Street, Greater Ardmore Chamber of Commerce, and the Limestone County Economic Development Association.
- Effectively providing businesses and government agencies with strategic media planning, digital marketing, content creation, website development, and social media management.
- Strategically planning and implementing high-impact tourism publicity programs, generating maximum paid and earned coverage, ROI and publicity.
- Employing media relations, research, and database strategies that promote clients' cities/locations as premier destinations to enhance the awareness and increase visitation from the U.S. and abroad.
- Proactively pitching and securing positive tourism media stories on a regular basis, with an emphasis on consumer coverage on TV, in print, and online.
- Efficiently writing press materials including news releases, pitches, alerts, fact sheets, and talking points to amplify key messages, as well as ideating, planning, and executing group or individual press trips.
- Identifying and formulating partnerships with external companies to enhance destination appeal, while handling outreach to secure television, online video, and film sponsorship opportunities.
- Providing administrative support to clients' PR Departments, including updating, maintaining, and optimizing media contact lists, drafting monthly PR reports, maintaining PR budgets, and pulling editorial calendars for key publications.

News Producer

01/2020 to 08/2020

WHNT News 19 – Huntsville, AL

- Came aboard in a part-time capacity and received a full-time position within 3 months, managing and approving content and teases for air, while selecting graphics that explain and showcase stories, reinforcing station branding.
- Consistently wrote factual, accurate, clear, compelling, easy-to-understand news stories, and developed newscast content by understanding and embracing research, branding, and logistics.
- Strategically collaborated with the News team to select stories for coverage, as well as responded quickly to breaking news.
- Successfully executed newscasts without any on-air errors, and met all deadlines prior to air, including timing of newscast, executing changes as needed, while overseeing quality control of the newscast when in the booth.
- Selected and made maximum use of video, graphics, live shots, and all tools available to achieve superb storytelling, as well as dug for new information to advance stories and generated unique content for the assigned newscast.
- Set-up interviews as needed for Reporters, Anchors, and Photojournalists, while overseeing story developments through to completion, helping the story get views and achieve results.

Account Executive

01/2019 to 12/2019

Mississippi State University Public Relations Student Media Agency

- Worked directly with the client and managed the Account team to meet the client's goals, including the day-to-day execution of the account strategy, client service, and project management.
- Focused on media and influencer relations, thought leadership, and overall communications strategy, as well as handled content strategy, creation and distribution, social management and strategy, along with data-driven analysis/reporting.
- Effectively ensured quality control by editing and approving all deliverables before dissemination to clients, while supporting team members to ensure campaigns were delivered on time and service level agreements were achieved.
- Consistently delivered high-quality results and mastered execution, as well as confidently interacted with client contacts through email, zoom meetings, phone calls and in-person meetings as needed.
- Actively sought out every opportunity to learn from agency Senior Team leads and consistently reiterated the daily approach to become more efficient, while learning to comfortably tell clients what they need to hear vs. what they want.

Internship Experience

Communications Intern – Greater Starkville Development Partnership, Starkville, MS – Fall 2019 & Spring 2020

Interactive Content Producer & Intern – WHNT News 19, Huntsville, AL – Summer 2018 & 2019

Public Relations & Marketing Intern – Limestone County Commission – 2014 to 2016

Intern – WZDX-Huntsville, Huntsville, AL – 05/2017 to 08/2017

Other Work Experience

Photographer – Mississippi State Athletics – 2016 to 2019

Communications Director – Athens Main Street/Freelance, Athens, AL – 2017

Licensure & Certifications

- Digital Sales Certification, Credential ID# 27335722 – Google – 01/2019 to 01/2021
- Food Safety for Food Handlers Program – 09/2016

Education

Mississippi State University – **Bachelor of Arts** in Communications, with a concentration in Public Relations – 2021

East Limestone High School Advanced Academic High School Diploma, 6th to 12th – 2009 to 2016