

SHANNON SCOTT WILLIAMS

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Professional Summary

Social Media, content creator, and business professional with 7 years experience.

Responsibilities have included: Social media management/marketing, content creation, and graphic design such as product videos, images, and presentations. Accounting management, asset management, and statistical analysis. Experiences have led to a proven track record of being able to grow an organization's customer base, optimize the financial structure to projects, and interpret emotional response from large groups.

Portfolio available at www.scottii.co

Education

Master's of Business Administration

Northeastern University

2016

Boston, MA

- Concentration: International Business
- GPA: 3.8
- 14 credits acquired

Bachelor of Business Administration

American InterContinental University

2012

Schaumburg, IL

- Concentration: Business Administration
- GPA: 3.98

Technical Skills

- Expert use in Adobe Photoshop, Premiere, and After Effects
 - Expert use in OBS (Open Broadcaster Software)
 - Expert use in Meltwater, Spredfast, Sprinklr, and Hootsuite
 - Expert use in Microsoft Office (Word, Excel, Outlook, PowerPoint) and Google Drive
 - Extensive knowledge in Google AdWords, Google AdSense, and Google Analytics
 - Extension knowledge in all social media platform (Facebook, Instagram, LinkedIn, Twitter, Youtube, Reddit, etc), including business accounts
 - Social media paid advertising campaigns
 - AIDA copywriting
 - Wordpress site design (HTML/CSS)
 - Extensive knowledge of blockchain technology, node.js, masternodes, POW, POS, DPOS, DAO, solidity, and smart contracts
 - Extensive knowledge in Quick Books, Excel, MAC OS X, Windows, and SAP or related ERP/MRP Systems
 - Extensive knowledge of BB and Markdown code
 - Six Sigma Black Belt
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Experience

ICUC.Social

Content Specialist

New York, NY

11/2018 – Current

- Responsible for the brand voice and moderation for major brand companies in both USA and Canada (Applebees, Lipton, Red Robin, Quiznos, SEV 7/11).
- Enforce the online community's safety and usage policies across multiple content areas.
- Monitor the activities & responses to posts on client's social media profiles to ensure that guidelines & rules are adhered to.
- Develop & post interactive content that encourages participation & the development of member-generated content to ensure that the community is achieving its objectives.
- Identify behavioral & technical issues, patterns, & trends in the community.
- Pro-actively escalate issues, observations, opportunities, & insights through the relevant channels.
- Monitoring, moderating, tracking, analyzing content online on various platforms for one or more clients
- Interacting with fans/users across different social media platforms
- Creating and posting content online for either one or several clients
- Complete moderation and escalation guidelines specific to each client
- Compiling moderation data to create simple tables and/or reports.
- Identify and escalate trends, observations, opportunities, changes, etc. through the appropriate channels

Halo Platform (HALO)

Social Media Manager / Community Manager

Houston, TX

5/2018 – 11/2018

- Increased followers on average by 50%
 - Managed all social media accounts (Facebook, Instagram, LinkedIn, Twitter, Twitch, and Youtube)
 - Managed all social media accounts, including paid advertisement accounts Google Adwords
 - Created content through infographics, video tutorials, and instructions guides
 - Hosted product and/or news live streams
 - Provided customer support via Zendesk, live chat clients, forums and social media
 - Managed automated social media marketing systems
 - Oversaw international translation for worldwide customer outreach
 - Authored bi-weekly newsletters informing customers on recent updates
 - Setup SEO and published content via Wordpress on company partner's sites
 - Measure A/B Testing
 - Setup KPI tools to measure various analytics
 - Coded BB and Markdown based forum for graphic enhancement
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Experience Cont.

Expense.tech (EXP)

Social Media Manager / Community Manager

Washington, NC

2/2015 – 5/2018

- Redesigned the Discord community, increasing users by 900%
- Managed all social media accounts (Facebook, Instagram, LinkedIn, Twitter, Twitch, and Youtube)
- Managed all social media paid advertisement accounts, including Google Adwords
- Created content through infographics, video tutorials, and instructions guides
- Supported over 300,000 users via social media, ticket support, and group forums
- Lead the business development department
- Managed 10 team members in various departments on a daily basis
- Measured analytics across various platforms
- Setup SEO and published content via Wordpress on company website
- Coded BB and Markdown based forum for graphic enhancement

Marketing Specialist (Freelancer)

Various short term contracts for several companies

Lagrange, GA

2/2007 – 2/2015

- Clients have included JP Morgan Chase, African Pride, Just For Me Hair, Stella Rising, National Humane Society, Credo, Suit Social, and many more.
- Developed marketing programs through social media to focus and develop a brand voice
- Created various social media content for marketing campaigns
- Created various email marketing campaigns
- Wrote copyright for various products and/or services
- Website development (HTML/CSS) □ Coded various forums via Discord, Reddit, and Blackboard
- Various graphic design projects (images, video, animation)
- Managed several paid advertisement via Facebook, Instagram, Google Adwords, LinkedIn, and Twitter.
- Consulted in social media strategy for various different products and/or services
- Setup Google Analytics for various company websites
- Developed KPI reports for new companies
- Coached several teams on how to use social media tools such as Hootsuite
- Designed OBS or X-Split streaming templates

- Negotiated agreement for hotel vendor to save 20% – average \$1,000/month
 - Audited communication accounts and resolved errors – saved \$7,000/year
 - Prepared and maintained financial reporting on a monthly, quarterly, and annual basis
 - Filed monthly and quarterly taxes
 - Worked with CPA to submit annual tax filing
 - Entered journal entries to ensure compliance on a daily bases
 - Managed accounts payables
 - Managed accounts receivables, and monitored aging accounts receivables
 - Provided internal and external auditing services
 - Supervised 2 accounting clerks
 - Managed all social media accounts (Facebook and LinkedIn).
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