



Luke Williams

MARKETING & COMMUNICATIONS PROFESSIONAL

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AREAS OF EXPERTISE

- Adobe Creative Suite
- Advanced computing and automation
- Audio recording and editing
- Confidentiality with sensitive data
- Content creation
- Content management systems (CMS)
- Current media trends
- Data analysis and visualization
- Digital advertising
- Event planning and coordination
- Graphic design
- Management and supervision
- Networking and relationships
- Organization and time management
- Outreach and recruitment
- Photography
- Public relations
- Printing processes and techniques
- Project management
- Public speaking and presentations
- Research
- Search engine optimization (SEO)
- Social media
- Videography
- Website analytics and design
- Word processing and spreadsheets
- Writing

WORK EXPERIENCE

Marketing & Communications Manager

Housing & Residence Life at Virginia Tech | Jan 2020 - Present

- Manage all internal and external departmental communications
- Supervise a team of student marketing specialists
- Develop and execute comprehensive marketing campaigns
- Design websites using a CMS and code in HTML and CSS
- Film, edit, and produce promotional videos
- Create content and manage social media accounts, increasing Facebook and Instagram reach by 5,457% and 822% respectively
- Design graphics for print and electronic distribution, including brochures, flyers, electronic displays, postcards, signage, etc.
- Capture photos and maintain an online photo library resource
- Curate and maintain a weekly email newsletter
- Write and edit news articles and press releases
- Utilize the Slate CRM to communicate with prospective students
- Track, analyze, and collate data for year-end reporting

Communications Director

Blacksburg United Methodist Church | May 2017 - Jan 2020

- Provided leadership and oversight for all communications
- Produced content for the website, social media, and newsletters
- Provided public relations and customer service support
- Maintained confidentiality with sensitive health information
- Utilized graphic design, videography, and photography

EDUCATIONAL HISTORY

Virginia Tech

M.A. of Communications | Anticipated 2024

- Study theoretical foundations of communication
- Conduct research utilizing communication theories to predict consumer patterns and develop campaign messages

Virginia Tech

B.A. of Music Education and Technology | May 2017

- GPA: 3.49
- Graduated Cum Laude with a Bachelor of Arts in Music
- Studied audio technology, performance, and teaching
- Produced marketing and graphic design materials as a volunteer