

# AMBER WILLIAMS

A graduate from Georgia Southern University with a Bachelor's of Business Administration in Marketing with skills in graphic design, video editing, illustration, typography, problem-solving, and communication. Previously has done freelance work with various clients, including independent Nashville musicians, up and coming fashion brands in the Greater Savannah Area, radio shows, and a talent agency.

## EDUCATION

BACHELORS OF BUSINESS ADMINISTRATION IN MARKETING 2022  
Georgia Southern University, Statesboro, GA

## WORK EXPERIENCE

INTERN AND JUNIOR TALENT INSTRUCTOR 2020 - Present  
Halo Models and Talent, Savannah, GA

- Coached young talent aging from 5 to 17 years old in commercial acting and modeling
- Assessed what commercial marketing clients would be looking for in potential commercial models and actors
- Directed potential clients to the proper place to contact the company agent
- Coordinated various lesson plans

MARKETING DESIGN 2020 - Present  
Freelance/Self-Employed

- Created original logos or logo concepts for client
- Customized different marketing aspects, such as business cards and flyers, for clients

BRAND DESIGN AND MARKETING MANAGER 2019 - Present  
Ashley Williams Music

- Created original logo for client, along with brand message and brand theme.
- Customized album cover art designs for music debuts
- Drafted and edited various designs for branding using graphic design
- Developed promotional marketing plan for client
- Designed merchandise

## EXTRACURRICULARS / VOLUNTEER WORK

KAPPA KAPPA GAMMA, ZETA UPSILON CHAPTER 2019-2022  
Georgia Southern University, Statesboro, GA

- Served 1 year on chapter's Education Committee
- Served 2 years on chapter's Public Relations committee
- Frequently helped in hosting awareness and fundraising events for sorority's three philanthropies: Girls' Academy, the Kappa Kappa Gamma Foundation, and Mental Health Awareness

## CERTIFICATIONS

- Hubspot Digital Marketing, 2021
- Google Analytics Individual Qualification
- Google Ads Search
- Google Ads Measurement
- Hubspot Content Marketing
- Hubspot Digital Advertising Certification