

ISABELLA WILLIAMS

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EDUCATION

Clemson University

Double Major: Language and International Business | Concentration: Spanish

Clemson, SC

August 2024

- Honors and Awards: Dean's List (Spring 2021, Fall 2022, Spring 2022, Spring 2023, Fall 2023)
- Cumulative GPA: 3.42/4.0

FELLOWSHIPS

Management Leadership for Tomorrow (MLT) | Career Prep Fellow | Washington, D.C.

February 2022 – Present

- Selected as one of 1,000 for an 18-month professional development program for high-achieving diverse talent
- Complete business case studies and intensive projects to hone analytical, quantitative and communication skills.
- Participate in conferences hosted by industry leaders, such as Deloitte, Google, Goldman Sachs, Clorox and Target.

WORK EXPERIENCE

Osher Lifelong Learning Institute (OLLI) | Marketing and Communications Intern | Clemson, SC

May 2023- Dec. 2024

- Maintaining and expanding OLLI at CU's presence with members and local media by managing 2 social media platforms, 2 weekly newsletters that reach 2,000 recipients, and designing marketing material.
- Leading digital marketing campaigns with content creation, website and social media management, and rebranding online presence which increased engagement on social platforms by 88%.
- Assisting with special events, projects, and fundraisers to engage existing and attract new members.

Greek House | Campus Sales Representative | Clemson University

Feb. 2023 – Aug. 2023

- Generating leads, negotiating prices and contracts, and preparing monthly reports.
- Maintaining positive business relationships to ensure future sales.
- Selling products and services using solid arguments to prospective customers.

WWCM, Inc | Marketing and Social Media Intern | Remote

July 2022 – July 2023

- Cultivating a strong social media presence for the company, creating and scheduling post across multiple platforms to engage with target audiences and increase in brand awareness.
- Participating in weekly team meetings where I present on my progress and insights, share new ideas and initiatives, and actively contribute to the team's strategic planning process.
- Creating and curating compelling visual, written, and video content for marketing channels, including blog articles, baby announcements, death notices, event updates, and more.

Creative Inquiry (CI) | Undergraduate Research Assistant | Clemson University

Jan. 2022 – May 2022

- Prepared, organized, and disseminated materials for research projects that increased University productivity by 10%.
- Updated university records, review citations, and proofread and edit documents.
- Represented CI at university events and assisted with the success of the events.

AFFILIATIONS & SKILLS

Chi Omega Sorority | Photography Chair 2023 | Clemson, SC

Aug. 2021 – Dec. 2023

- Document all sorority events through photography, including recruitment events, socials, and philanthropy events.
- Design and create photo albums and slideshows to showcase our events and highlight our sorority's values and achievements.
- Manage the sorority's photography equipment and coordinate with other members to ensure seamless execution of all photography-related tasks.

Freelance Photographer | Clemson, SC

Janu.2023 – Present

- Providing photography services to clients for individual, family, graduation, proposal, and events.
- Achieved a 95% satisfaction rate from clients through exceptional customer service and attention to detail

Professional Skills: Communication, writing, collaboration, customer service, problem solving, organization, creativity

Language: Spanish (intermediate spoken and written), American Sign Language (intermediate)

Software: Proficient in Google Docs, MS Excel, MS PowerPoint, Zoom, Pro Class, Constant Contact, Canva

