

JOSH WILLIAMS

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WORK EXPERIENCE

Assistant Director of Athletic Communications (Graphic Designer) | Western Washington University (WWU)
August 2019 - March 2025

- Led graphic design and motion graphics for the athletic department and all 15 NCAA DII teams, enhancing brand storytelling initiatives across digital platforms, including website, mobile and social media. Consistently delivered 30-50 weekly graphics and produced over 100 video projects.
- Designed and produced a range of marketing collateral, including posters, social campaigns, billboards, and print ads to support ticket sales and marketing campaigns.
- Managed multi-channel digital communication spaces, including social media, website content (Sidearm CMS), and video, driving fan engagement and increasing Instagram reach by 170% from 2023 to 2024.
- Created and managed Viking Creatives, a team of 6-10 student creatives, providing leadership and guidance to ensure the timely delivery of high-quality visual assets.
- Collaborated with the Director of Communications to develop visual assets that supported media relations and communication strategies, enhancing the promotion of WWU Athletics across various media outlets
- Crafted visual content that amplified the diverse narratives of WWU Athletics' student-athletes, ensuring equitable representation within the brand's visual narrative and aligning with the department's commitment to inclusivity.

Head Photographer | The American School in Switzerland (TASIS) Summer Program
Summer 2022, 2023 & 2024

- Produced images for the marketing and communications team in alignment with brand and communication strategies for both digital and print.

Graphic Designer & Marketing Specialist | Eastman Creative
Feb. 2017 - March 2019

- Oversaw a complete rebrand (digital and print), increasing client bookings from ~15/week to ~25/week, demonstrating a focus on brand development and marketing impact.
- Built and maintained the Eastman Creative website (WordPress CMS), contributing to the company's web presence.
- Developed and produced marketing material across multiple channels, including website and print
- Increased video services booking 300%/month, demonstrating the ability to drive sales and growth through creative services

KEY SKILLS

Communication and Design

Graphic design, Motion graphics, Photography & Video production
Visual storytelling and Brand development
Digital Marketing and Multi-channel communication
Copywriting for Social, Web & Print campaigns
Wordpress and Sidearm CMS
Expert in Adobe Creative Suite and Microsoft 365
Social Media Management

Leadership + Management

Experience working in a fast-paced environment
Project and Campaign management
Team leadership and Mentoring
Strong communication both verbal and written
Asset management and Ability to prioritize
High attention to detail and Time management

EDUCATION

Masters of Architecture | Washington State University
B.S. in Architectural Studies | Washington State University