

JOSH WILLIAMS

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KEY SKILLS

Digital Content Production:

Digital Content Creation (Graphic Design, Video, Photography, Motion Graphics, Infographics)
Adobe Creative Suite: After Effects, Photoshop, Illustrator, Premiere Pro
Copywriting
Asset Management
Detail-Oriented
Excellent Time Management

Digital Marketing & Advertising

Creating Short-Form Video Content for Social Platforms
Ad Management Platforms (Meta, Google Ads)
Campaign Optimization
Performance Analytics
Multi-Channel Content Planning
Website UI/UX & WordPress CMS
Email Marketing (ActiveCampaign)

Collaboration & Project Management

Project & Campaign Management
Cross-Function Collaboration
Brand Guideline Adherence
Team Leadership & Mentorship
Fast-Paced Environment Experience

EDUCATION

Masters of Architecture

Washington State University

B.S. in Architectural Studies

Washington State University

PROFESSIONAL SUMMARY

A highly adaptable digital creator and branding leader with a decade of experience in social media campaigns, branding, marketing and content creation, including spending the last five plus years leading graphic design, motion graphics and video in the fast-paced world of college athletics. Fueled by curiosity, connection, and the curse of perfectionism, I excel at translating ideas into visually compelling digital content that connects with audiences and drives engagement.

WORK EXPERIENCE

Assistant Director of Athletic Communications | Western Washington University August 2019 - March 2025

- Led graphic design, motion graphics and video for the athletic department and all 15 NCAA DII teams. Consistently delivered 30-50 weekly graphics and produced hundreds of short and long-form video.
- Designed and produced a range of marketing collateral such as posters, social campaigns, billboards, and both print and digital ads to support ticket sales and marketing campaigns.
- Collaborated with the Director of Communications and Director of Marketing to develop visual assets that supported media relations, communication strategies, and marketing campaigns.
- Managed multi-channel digital communication spaces, including social media, website content (Sidearm CMS), and video, driving fan engagement. Increased Instagram reach by 170% from 2023 to 2024.
- Created and oversaw Viking Creatives, a team of 6-10 student creatives, providing leadership and guidance to ensure the timely delivery of high-quality visual assets.
- Crafted visuals that amplified the diverse narratives of WWU Athletics' student-athletes, ensuring equitable representation and aligning with the department's commitment to inclusivity.

Digital Production Specialist | ART International March 2018 - September 2020

- Collaborated with marketing team to produce high-quality digital content, ensuring adherence to brand standards for web and email communications.
- Provided comprehensive support for email marketing operations, including campaign setup and automation (ActiveCampaign CRM) to deliver targeted digital content.
- Implemented and maintained automated workflows (Zapier) within email and ad campaigns to improve data efficiency and cross-platform communication.
- Managed and optimized websites (Wordpress CMS)

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

- Produced a range of digital marketing materials, including web-optimized graphics and video content, directly supporting online campaigns and contributing to increased engagement.
- Coordinated video content production for digital channels, directly contributing to increasing service bookings by 300% per month.
- Led digital rebrand initiatives, creating and implementing visual assets across platforms to enhance brand consistency for social media campaigns.
- Completely redesigned and managed company website (WordPress CMS) as well as managed social media channels.

Owner | Josh Williams Photography 2014 - 2020

- Directed and executed all aspects of photo production, including client consultation, on-location shooting, and post-production editing.
- Developed and implemented a digital marketing strategy to attract and retain clients, utilizing social media channels to showcase work and drive bookings.
- Managed the company website (WordPress CMS), including content creation and optimization, to enhance brand presence and user experience.
- Handled all business operations, including client communication, project management, scheduling, and invoicing, ensuring high-quality service and client satisfaction.