

Lindsey E. Williams

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EDUCATION

University of North Carolina at Chapel Hill Master of Arts in Media and Communication – Strategic Communications Certificate: Innovation for the Public Good	May 2024
Ball State University Bachelor of Science in Major Public Relations, Minor Social Work Honors: Dean’s List, Ball State Academic Recognition Scholarship	May 2021
Lorain County Community College Associate of Arts in General Studies	May 2018

STRATEGIC COMMUNICATION WORK EXPERIENCE

SAS, Sr. Marketing Associate	June 2024-Present
<ul style="list-style-type: none">• Rotate across 3 teams within the marketing division as a part of a 2-year program	
UNC Department of Computer Science DEI and Student Engagement Assistant	August 2023-May 2024
<ul style="list-style-type: none">• Served as the primary advisor for a team of 7 DEI Ambassadors and 5 identity-centered student organizations, completed all administrative and advising tasks including facilitating meetings, managing programming, and supporting community outreach• Co-planned and co-led the execution of departmental DEI and technology events• Served as lead for newsletter communication, listserv, and social media content and management	
BlueCross BlueShield NC Healthcare Administrative Intern	September 2023-December 2023
<ul style="list-style-type: none">• Assist the Chief Medical Officer with projects across the Healthcare division	
Executive Corporate Communications Intern	May 2023-July 2023
<ul style="list-style-type: none">• Researched and recommended ways the corporation can increase sustainability practices to become more environmentally conscious• Strategized and oversaw execution of projects in the CEO’s office under the guidance of senior leadership• Created the foundations for a public initiative to support LGBTQ+ members of North Carolina receiving dignified and affirming care	
North Carolina Fellows Marketing & Recruitment Graduate Coordinator	August 2022-May 2023
<ul style="list-style-type: none">• Promoted NC Fellow’s agenda by creating and monitoring social media campaigns as well as print marketing for the larger UNC community to market and recruit over 200 prospective students• Initiated the reconstitution of the Advisory Board after 20 years, to restore the competitiveness and longevity of the program	
Lorain City Schools District Communications Coordinator	January 2021-May 2022
<ul style="list-style-type: none">• Managed crisis communications related to COVID-19 and other school related emergencies across the district• Implemented production of digital initiatives and design for district WordPress webpage and Facebook to increase family engagement by 75%• Innovated design to pilot the district’s first website and logo highlighting over 50 distinguished alumni• Enhanced coalition between District school administration and Alumni through acting as a liaison to the Alumni Board	

LEADERSHIP EXPERIENCE

Hussman Dean’s Student Advisory Council Member	October 2023-Present
NC Fellows Board Member	May 2023-Present
UNC Office of the Vice Provost Task Force Member	November 2022-Present

UNC Graduate and Professional Student Government *Senator*
UNC Media and Journalism Graduate Student Association *Vice President*

August 2022-Present
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