

Whitney Shafer Williamson

Business Development, Marketing and Graphic Design Specialist

I am looking to join an established, local business in the marketing and administration sector. A working environment with a fast-paced, challenges requiring organizational, problem solving and strong attention-to-detail needs will benefit from my skills. My ideal placement is in a company that has strong team comradery and the expertise to deliver outstanding products and/or services to clients on a consistent basis. Becoming a part of a business which values its local roots by giving back philanthropically to the Capital Region area is also an important facet of my ideal working situation. Most recently, I started my own freelance marketing company, Williamson Marketing to help clients with various marketing and graphic design needs.

Marketing & Design Experience

Williamson Marketing: Owner

April 2018 - Present

- Provide consulting services to clients regarding various marketing and graphic design needs.
- Services include (but not limited to): Brand Development, Proposal Research/Tracking/Creation/Submission, Graphic Design for both online and print, Social Media and Website Management.

Examples of services provided for clients of Williamson Marketing:

H2H Geoscience Engineering, PLLC and Yerkes South - H2H JV, LLC

- Research potential new proposals for the firm, provide summary of potential opportunities to management, lead Go/No-Go discussions and track targeted opportunities for updates and amendments.
- Coordinate and manage the federal, state, and private client proposal submission process.
- Create and update resumes and project profiles, organize and manage internal proposal library.
- Design and execute all firm marketing materials, including direct mail and email campaigns, website development and maintenance, press releases, social media and advertising efforts.

Trade Winds Farm:

- Compete digitalization and color analysis of existing logo. Development of secondary logo for marketing purposes.
- Design and coordinate production of several large dry-erase boards with custom graphics.
- Layout and construction of several custom print products, such as business cards, tack locker signs, stall signs, and stickers.
- Composition of various forms for new boarding business at farm, including boarding contract, horseback rider waiver, client information contact form.

Equestrian Health Solutions:

- Consult with client regarding needs and ideas for new company logo.
- Provide client with several first draft options for logo including color analysis, tagline options, and custom graphics. Revise final choices for logo design, color and text.
- Design and coordinate production of banners for sponsorship use.

R&M Sporthorses:

- Reformatting of existing logo for various marketing and embroidery needs.
 - Creation and ongoing maintenance of Facebook and Instagram accounts.
 - Update and overhaul of Wordpress website.
 - Creation and utilization of Google and Google Drive for email access and file sharing capabilities.
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Education

Masters of Business Administration
The College of Saint Rose
Albany, New York
2016

Bachelor of Arts in Psychology
Elon University
Elon, North Carolina
2009

Notary Public

New York State

Computer Skills

Microsoft Office Suite
Adobe Suite (Illustrator, InDesign, Photoshop)
Social Media (LinkedIn, Facebook, Instagram, Pinterest, Houzz)
Email Software (MailChimp, Constant Contact)
File Sharing (Dropbox, WeTransfer, Google Drive)
Basic Quickbooks
Basic Squarespace and Wordpress

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Marketing & Design Experience Prior to Williamson Marketing

Phinney Design Group: Marketing Coordinator

2016 - 2018

- Discover and field new leads to upper management
- Primary point of contact and responsible for organization of firm responses to different RFP/RFQs
- Creation and management of firm portfolio, slip sheets and proposal submission
- Creation, maintenance, and monitoring of all firm social media outlets
- Prepare and send press releases to various media outlets
- Expansion and representation of firm at various business development functions (mixers, conferences, local community events)
- Manage Marketing Department budget
- Design and plan out firm's yearly advertising campaign (print and digital)
- Update firm's contacts and send emails on behalf of firm using email marketing software

The Patient Experience Project: Account Support Intern*

2016 - 2016

- Responsible for all day-to-day tasks and project plan documentation, including status reports, contact reports, project briefs, etc.
- Assist in all facets of account services and client management as directed, including tactical planning process
- Ensure agency adheres to requirements and process as directed by client
- Manages timely estimate submissions and approvals (and revised estimates as necessary)

Universal Preservation Hall: Communications and Development Intern*

2016 - 2016

- Coordinated planning and execution of major fundraising events
- Wrote and distributed press releases and media alerts
- Updated UPH website, social media sites and databases
- Create and edit event posters and programs

Aztech Technologies, Inc: Office Coordinator

2012 - 2014

- Collected and cataloged soil and groundwater data for over 95 active sites
- Coordinated utility clearance for drilling and excavation projects
- Managed travel itineraries for all field staff
- Handled all typical front desk duties (answering phones, greeting visitors, setting appointments, ordering office supplies, etc.)

References

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*Internships were completed as part of The College of Saint Rose's MBA Program.