

JENNIFER WILLIAMS

ABOUT ME

I am an experienced content creator and social media manager with a passion for creating and sharing stories. Being kind, compassionate, empathetic; having meaningful interactions while maintaining a positive attitude, truly guide me through life.

SPECIALIZATIONS

Content Creation
Employee Engagement
Digital Marketing
Video Editing
Social Media Campaigns
Email Marketing
Event Coordination
Public Relations

PROGRAMS

Microsoft Office
Canva
Hootsuite
Adobe Creative Suite
MailChimp
Google Workspace

CONTACT

908.451.4238
jwilliams1125@gmail.com

[linkedin.com/in/jenniferwilliams1125](https://www.linkedin.com/in/jenniferwilliams1125)
www.jwchoreography.com

EDUCATION

Saint John's University | 2004
Bachelor of Science,
Communication Arts

PROFESSIONAL EXPERIENCE

Social Media Coordinator

Cooperman Barnabas Medical Center (CBMC) | 2021-present

- Develop and create fresh, engaging content for all CBMC social media platforms that increases employee engagement, supports strategic business priorities and celebrates employee, physician and organizational accomplishments.
 - Content includes producing original videos, graphics, digital signage, blog posts and patient stories for CBMC's social media channels with a dotted line to internal communications. Content is used to highlight the amazing work of the CBMC staff and patients, giving them an outlet to be seen and share their voices.
- Support CBMC's C-Suite leaders, department heads and clinicians in employee engagement initiatives, including Gratitude Grams, Random Acts of Kindness Week, Daisy Awards, Physician of the Month, Sunshine, APP and Preceptor Awards.
- Serve as a member of the Engagement and Recognition Council, helping facilitate a variety of programs to uplift our nursing team.
- Track and analyze social media data to improve ROI metrics and customer experience. Engagement across all social platform is 240% higher than the healthcare industry average.
- Work with Creative Services and agency partners to design original graphics for a variety of projects, including CBMC's annual Breast Cancer Display at The Mall at Short Hills and CBMC's pet therapy calendar.
- Assist Northern Marketing Directors and Service Line Leaders to optimize content and strategy throughout the system.
- Support and facilitate events happening throughout the hospital, including team visits from the New Jersey Devils and Gotham FC Women's Soccer, as well as working with the Foundation to prep and plan donor events.

Social Media and Content Manager

Education Through Music | 2018-2021

- Developed ETM's social media strategy, maintained editorial calendars and created compelling branded content.
- Managed ETM's social media accounts including Twitter, Facebook (41k followers), Instagram, YouTube, and LinkedIn.
- Implemented social media campaigns through the course of the year, specifically surrounding "Music in Our Schools Month," "Arts in Education Week," and "Giving Tuesday."
- Created content for ETM's quarterly newsletter, bi-monthly marketing emails and "Noteworthy," the ETM blog.
- Produced and edited video content featuring ETM students and staff. Videos ran on social media as well as TV networks. Increased YouTube engagement by 400%.
- Produced video content during the pandemic as Access Producer for BronxNet TV and WNET (PBS).
- Supported media relations efforts including managing media lists, writing and distributing press releases and coordinating media events.
- Cause marketing outreach to help bring additional brand awareness to the company through other ventures.
- Executed various roles for fundraising events such as ETM's annual gala, including serving as emcee, acquiring silent auction items, coordinating venues and talent, and developing marketing plans.

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PROFESSIONAL EXPERIENCE

PR Coordinator/Administrative Assistant

Union Township Board of Education | 2013-2018

- Oversaw all marketing and public relations efforts.
- Produced live events and original television content.
- Implemented the District's Facebook Page, maintained daily, and created the monthly newsletter "What's New With U."
- Develop partnerships with local business such as Bed, Bath & Beyond, and maintain a close working relationship with the Township of Union, collaborating with their television station and Public Information Officer.
- Provide administrative assistance to the Superintendent of Schools, Assistant Superintendent of Schools and Personnel Manager.
- Wrote press releases, brochures, and flyers.
- Coordinated celebrity speakers.

Account Manager

Multi Media Exposure | 2007-2013

- Served as an agent for clients selling products on Home Shopping Network.
- Created marketing strategies and promotional campaigns for clients.
- Ran client websites and social media accounts.
- Coordinated production for Casa di Francesca, including ordering components, manufacturing, and shipping.
- Managed the re-branding of the MME logo and website.

Senior Recruiter

The Creative Group | 2013

- Specialized in the placement of highly skilled marketing, advertising and creative design professionals on a project basis.
- Focus on connecting digital professionals with outstanding clients for projects, positions and contracts.

ADDITIONAL EXPERIENCE

Certified Barre Fitness Instructor

Cycle Studio | 2019-present

- Motivate clients to achieve fitness goals by creating custom routines.
- Consult with the studio on marketing and social media initiatives.

Choreographer

Various | 2000-present

- Award-winning choreographer.
- Develop creative pieces through dance, mostly for musicals.
- Work with young theatre students, honing their craft and helping them find their way through mentoring and of course dance.