

FEMI ALEX WILLIAMS

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Portfolio : www.coroflot.com/femialex

EDUCATION

Bachelors of Science in Advertising

University of Texas at Austin: Class of 2014

- Skills: Proficient in Microsoft Word, Power Point, and Excel. Proficient with Adobe Photoshop and Illustrator with experience in Adobe InDesign.
- Experience with Google Analytics and Content Management Systems

WORK EXPERIENCE

Temporary Data Steward (12/2014-02/2015)

Sysco Corporation (Houston, TX)

- Part of a 30 member team of contractors who is working on the customer segmentation portion of the Sysco Corporation and US Foods company merger. This position required us to analyze existing clients of Sysco and US Foods and do market research on their current role within the company. We also did customer relationship management on the program Reltio, worked on audits for clients, and coded specific client into market segments.

Social Media and Graphic Design Intern (06/2014-08/2014)

Patient Conversations Media: DailyRx (Austin, TX)

- Did research on current trends in the market place on Google Analytics and online databases for this medical news startup. Focused on competitive analysis, need base segmentation and geographic analysis in order to find dailyRx target market and expanded their current consumers. Created and optimized logos infographics and assisted in management of client social media properties (Facebook, Twitter, Google+, and Pinterest).

Data Entry Clerk (01/2009-05/2010)

The Tax Firm (Houston, TX)

- Assorted filed income taxes for customers on Excel and company database.

MEDIA AND ADVERTISING EXPERIENCE

- Worked with Birds Barbershop during Fall 2012 to create a years' worth media plan for their mock launch in Peoria, Illinois. Our team had to use a budget, create a media schedule and media menu on Excel, and use our knowledge of Impressions, ad placement, and frequency. Our team won "The Best Out of the Chute Award" for being the first group to present their plan while setting the bar for every team following.
- Worked with Maoz Vegetarian during spring 2013, where my advertising team created "The Principle of Falafelism" campaign which is centered on social media and guerrilla marketing tactics. We were named the winning team by the owners of Maoz and our campaign is currently being used by Maoz Vegetarian in Austin, Texas.
- Worked with advertising agency Sanders/Wingo during Fall 2013 with their Bee Sweet Lemonade account. Here my team did quantitative and qualitative research and competitor analysis in order to create a campaign to prepare Bee Sweet for their Whole Foods launch in Austin, Texas.
- Worked with Sanders/Wingo during spring 2013 with their AARP account. Our team served as account planners where we had to develop a communication strategy to introduce Austin residents to AARP through event marketing and out-of-home advertising. We were rewarded as the winning team.

ORGANIZATIONS

Kairos Christian Fellowship

- Attend weekly bible studies where I volunteered in many leadership positions, gave messages, led small groups, did outreach, and mentored undergraduate college students.

