

# Tralon Williams

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## About Me



Tralon is an aspiring Digital Marketing Analyst and Strategist. He is highly analytical and data-driven in his approach to work. He values collaboration and peer environments to maximize efficiency in the work process. As a national public speaking coach and competitor, he received national recognition in impromptu, extemporaneous, persuasive, and informative speaking. These experiences sharpened his skills in research, argument, and presentation.

## Certifications



Hootsuite Platform  
Hootsuite Social Marketing  
HubSpot Content Marketing  
HubSpot Inbound Marketing  
HubSpot Email Marketing

## Skills



Public Speaking	●●●●●
Writing	●●●●●
SPSS	●●●●○
Tableau	●●●●○
Management	●●●●○
Social Media Planning	●●●●○
Surveys	●●●●○
SEO	●●●○○
Google Analytics	●●●○○
Adobe Illustrator	●●○○○

## Education

University of Florida

College of Journalism  
and Communications

M.A. in Mass-Communications

Relevant Coursework: Audience Analysis, Big Data, Consumer &  
Audience Analytics, Data Visualization, Survey Research Methods

Northwestern University

School of Communications

B.S. in Communications

Relevant Coursework: Online Communities and Crowds, Probability,  
Regression Analysis, Survey Sampling

## Work Experience

Speech Coach

University of Florida Speech Team

Manage the research and development 40-50 speeches per season while traveling to regional and national tournaments. This position necessitated firm leadership, ability to implement a team-wide paradigm shift and manage 12-15 different personalities.

Public Speaking Instructor

University of Florida Dial Center

Created and repeated a curriculum for five semesters. The repetition of lessons and evaluating speeches forced me to better organized. My derived organization systems facilitated class instruction for semesters 2-5 and allowed me to test new teaching methods. Also, simplified grading procedures with commands written on Microsoft Excel.

Assistant Director of Individual Events

Northwestern University Speech Team

Introduced analytics based strategy for competitive public speaking. This philosophy impacted team-wide competitive strategy, leading to four consecutive top 15 finishes at the NFA National Tournament. Also, assisted the Director of Individual events with all tasks necessary for efficient operation of the team.

Director of Marketing

WNUR Sports

An appointment position, created and maintained relationships between student radio station and local Evanston businesses. Renewed six contracts and secured two new underwriters. Also promoted three original talk shows weekly and 5-10 live events per month via station social media accounts.

August 2015 - Present  
Degree Expected August 2017

Pro-Masters: Data/Research

September 2011 - June 2015

Communication Studies & Statistics



Gainesville, FL

August 2015 - Present

Gainesville, FL

August 2015 - Present

Evanston, IL

October 2012 - June 2015

Evanston, IL

March 2013 - March 2014