

# Tralon Williams

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## Objective

Once a professional student, my career objective is to use my talents in qualitative & quantitative research, strong presentation skills, and desire to continuously improve efficiency within the world of sports by being the next US researcher at FanDuel Group. See my qualifications below.

## Learning

- Ended with a degree
  - M.A. Mass Communication. Rec'd Aug 2017. *University of Florida*
    - Focus on Data and Research.
  - B.S. Communications. Rec'd Jun 2015. *Northwestern University*
    - Double major in Communication Studies and Statistics.
- Ended with a certification
  - *Hootsuite* - Social Media Marketing and Hootsuite Platform.
  - *HubSpot* - Content Marketing, Email Marketing, and Inbound Marketing.

## Telling the Story

- Digital Marketing Strategist. *McCarthy Group Florists*. Jan 2018 – Jul 2018
  - Executed email and social media strategy. Based in Atlanta, GA. Worked with remote team from New York, North Carolina, and throughout state of Georgia
- Public Affairs Specialist. *U.S. Small Business Administration*. Oct 2017 – Dec 2017
  - Fearless execution of duty on disaster response communications team following hurricanes Irma & Maria. Self-driven outreach touching >50 residents per day.
- Speaker/Team Captain. *Northwestern University Speech Team*. Dec 2011 – Jun 2015
  - State champion, national finalist, and over 50 individual events as competitor. Delved into topics which I had no prior knowledge but had a compelling story to be told.

## Attention to detail

- Staffing Manager. *Elwood Staffing Services, Inc.* Aug 2018 – present
  - Recruit, interview, and onboard warehouse associates in Indiana and Tennessee. Close attention to detail: I-9, ADP, mass communications, personally identifiable information
- Public Speaking Instructor. *University of Florida Dial Center*. Aug 2015 – present
  - Managed class of 20-25 undergraduates. Regularly met deadlines for grading, class prep, ad office hours. Working closely with students to improve speaking over semester. Emphasized impeccable research over perfect delivery.
- Administrative Assistant. *Northwestern University Speech Team*. Oct 2012 – Jun 2015
  - Worked closely with director of speech team to coordinate travel, expense reports, team management, and external partnerships for and of Northwestern Speech Team.

## Shaping processes

- Speech Coach. *University of Florida Speech Team*. Aug 2015 – May 2017
  - Capitalized on freedom to experiment and try new techniques by coaching 9 state champions, 2 national finalists, and over 25 tournament champions.
- Vice President of Marketing. *NU Threads*. Jan 2014 – Jun 2015
  - Founded campus community closet. Worked with Macys, Salvation army, and campus partners to consistently improve experience of closet with Northwestern students.