

# AMBER JOY WILLIAMS

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Tar Heel. Creative. Designer. Developer. Marketer. Art Director.  
Amateur Baker. Pixel Pusher.

## EXPERIENCE

### ASSOCIATE MARKETING SPECIALIST @ SAS

June 2020 - Present

Rotating through three, eight-month long positions, each within a separate area of the marketing department, allowing me to explore my skills and interests before being placed permanently into a position within the marketing organization.

### GRAPHIC DESIGNER @ BANDWIDTH INC.

May 2019 - May 2020

Worked as a summer intern, and then a part-time designer, with the marketing team—that is responsible for all aspects of creative and branding—to create designs for a wide variety of media forms including digital, print, and animation.

### GRAPHIC DESIGN INTERN @ UNC-CHAPEL HILL'S OFFICE OF INNOVATION

August 2018 - May 2019

Collaborated with the Innovate Carolina team on the refinement of brand standards and templates, creating and modifying design layouts for both print and web materials, and managing social media platforms.

### LNVN MEDIA & SPONSORSHIP INTERN @ LIVE NATION ENTERTAINMENT

Summer 2018

Responsibilities included managing and supporting a roster of artists and labels, creating a set of infographics for the Video Network's Content Strategy Guide and a diverse icon set Live Nation's partner dashboard, and performing YouTube video optimization, performance analysis, and rights management work.

### ART DIRECTOR @ UNC HUSSMAN SCHOOL OF JOURNALISM AND MEDIA

Spring 2019 - Fall 2019

Chosen by my Information Graphics and Magazine Design professors to act as the Art Director for two class-wide projects; Lead the team, developed the style guidelines, and edited and organized the spreads into completed projects.

### LEAD SOCIAL MEDIA MANAGER @ GIRLS WHO CODE UNC

January 2018 - May 2019

Lead the social media management team to promote the mission - closing the gender gap in technology - by creating graphics for and updating the organization's website and social media platforms.

### PROFESSIONAL ACTRESS @ SCREEN ACTORS GUILD

January 2004 - Present

Praised for work ethic and ability to succeed under pressure by top producers and actors including Dick Wolf and Cameron Diaz after performances in numerous leading roles in Films, Network TV shows and Commercials.

## EDUCATION

### UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Graduated with Highest Distinction (3.94 GPA), earning a B.A. in Media and Journalism with a specialization in Editing & Graphic Design and a minor in Music.

### AWARDS:

Kappa Tau Alpha Honors Society, WTVD Scholarship, DAANJ A.W. "Sonny" Santorine Scholarship, FDNY 10th Battalion Memorial Scholarship, and #UNCYETE You Evolve Through Experience

### RELEVANT COURSEWORK:

Intro to Graphic Design, User Experience Design and Usability, Concepts of Marketing, Media Design, Information Graphics, Intro to Computer Programming, Foundations of Computer Programming, Foundations of Interactive Media, Practical Web Design and Development, Color Theory, and Digital Storytelling.

## SKILLS

Adobe Creative Suite

Design Principles

User Experience Design

Front End Development: HTML5 & CSS3

WordPress Customization

Art Direction

Object-Oriented Programming: TypeScript & Java

Search Engine Optimization

Social Media Management

YouTube Content Ownership

Microsoft Office

Copyright Administration and Enforcement

Digital Storytelling

Wireframing

