

Blake Martin Williams
28667 Sagewood Circle Toney, AL 35773 | (256) 529-8201 | blake@blakewilliams.co

Work Experience

WHNT News 19

Intern (Summer 2018) Interactive Content Producer (Summer 2019) News Producer (March 2019-Present)

- I write clearly and accurately; manage and approve content and teases for air; select graphics that explain and showcase stories and reinforce station branding
- I develop newscast content by understanding and embracing research, branding and logistics
- I collaborate with news team to select stories for coverage
- I execute newscasts with minimal errors and meet deadlines; oversee quality control of newscast while in booth
- I write and post content for station website and social media platforms
- I respond to breaking news with a sense of urgency
- I generate engaging content for station website and social media platforms on a variety of subjects

Greater Starkville Development Partnership

Communication Intern (October 2019 – March 2020)

- I assist the Special Events Coordinator in arranging and coordinating events for the City of Starkville and Oktibbeha County
- I also curated social media posts for various organizations including tourism, chamber of commerce & main street organizations
- I worked on the weekly newsletter for Chamber members and assisted in the upkeep of the Starkville.org website, including the community calendar

Mississippi State University Public Relations Student Media Agency

Account Executive (January 2019 – December 2019)

- I worked directly with the client and managed the account team to meet the client's goals
- I was responsible for overseeing the day-to-day execution of the account strategy, client service, and project management
- I ensured quality control by editing and approving all deliverables before they were disseminated to clients
- I managed and oversaw account teams to ensure campaigns were delivered and service level agreements were achieved

Mississippi State Athletics

Photographer (August 2016 – October 2019)

- I photographed all 14 athletic teams on campus using Canon DSLR products
- I edited photos and embedded metadata for archiving using Adobe Photoshop and Photo Mechanic
- I also photographed athletic teams, which included football, women and men's basketball, baseball, women and men's golf, women and men's tennis, track and field, cross country, women's soccer, softball, & volleyball
- Under strict deadlines, I edited and uploaded photos to HailState.com/Galleries and sent them to local and national media

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Limestone County Commission

Public Relations & Marketing Intern (October 2014 – August 2016)

- I assisted with comprehensive communications, community relations, and public relations programs for the promotion of Limestone County and the Limestone County Commission
- I communicated information to all County Departments and the public through the Office of the Chairman
- I prepared and/or distributed marketing and public relations materials, promotional materials, press releases and reports, and community relations materials
- I interacted with civic organizations, community groups and associations, and media outlets

Education

Mississippi State University

- Bachelor of Arts in Communication (2020)
- Concentration: Public Relations

Honors & Awards

- National Youth Achievement - American Cancer Society
- Bulldog PRism Award - Mercedes-Benz of Tuscaloosa Social Media Campaign
- Main Street Alabama - Hero Award
- Alabama Boys State (2016)
- First National Bank Student Advisory Council

Professional Organizations

- Public Relations Student Society of America
- Public Relations Association of Mississippi
- Southern Public Relations Federation
- Limestone County Chamber of Commerce
- Greater Starkville Development Partnership
- Alabama Mountain Lakes Tourism Association

Professional Skills

- WordPress
- Adobe Photoshop, InDesign, & Illustrator
- Google AdSense
- Canon DSLR Camera
- Photo Mechanic
- Microsoft Office Suite

Volunteer Work

- American Cancer Society
- Athens Main Street Promotion Committee
- East Limestone Band Marketing & PR Officer
- Greater Ardmore Chamber of Commerce Promotions