

DAE WILLIAMS

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S O C I A L S T R A T E G Y & M A R K E T I N G

PORT FOLIO



s c r o l l f o r p r o o f 

Social Media & Content Strategist

Experienced in multi-platform campaign strategy, creator programs, and community engagement for higher ed and mission-driven brands.

MY APPROACH:

Every campaign, series, and caption should do three things: make people feel seen, keep them informed, and invite them to participate.

WHO

Am I?

Hello, I’m **DaQuan Williams**—most people call me **Dae**.

I’m a **Social Media & Content Strategist** with **5+ years of experience**, based in Oberlin, Ohio.

I specialize in building **multi-platform social campaigns and creator pipelines** for **mission-driven and institutional brands**. My work spans organic content strategy, student creator programs, editorial storytelling, and community management.

As Social Media Strategist at Oberlin College & Conservatory, I’ve delivered flagship campaigns to record engagement—including an alumni feature series earning **470K+ impressions** and single-post reach surpassing **100K**.

Beyond publishing, I’ve **authored campus-wide digital community moderation standards**, led yield campaigns for admitted students, and managed creative projects end-to-end.



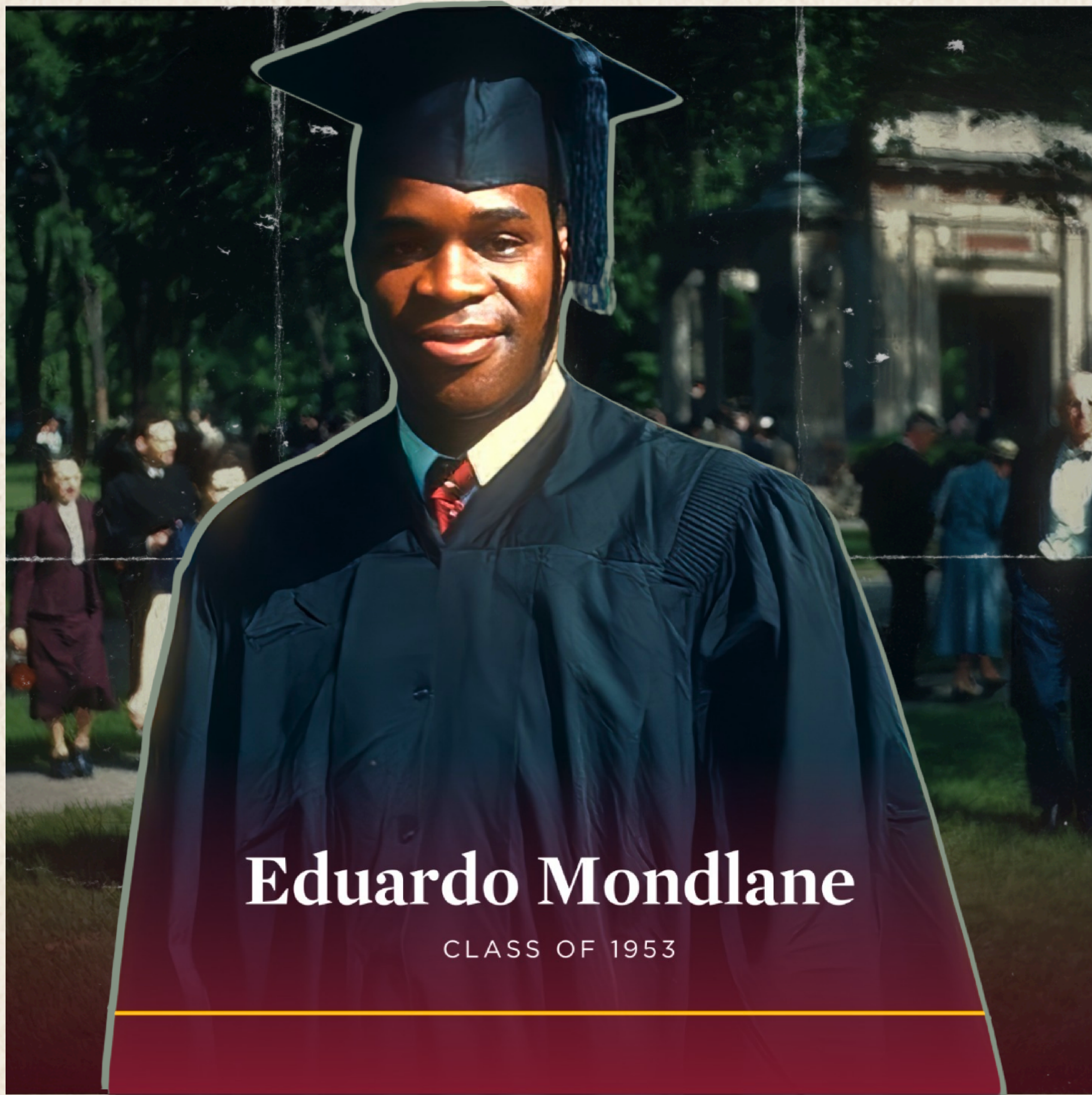


Photo: Oberlin Alumni Magazine | Copy: Dae Williams

[View Eduardo Mondlane's profile →](#)

CASE STUDY 01 / OBERLIN COLLEGE

Honoring Oberlin's Black Trailblazers

For Black History Month, I led a 31-part profile series celebrating Black Oberlin alumni.

The creative challenge was **balancing over a century of class years** with a **cohesive, recognizable visual identity** across the month-long campaign.

I researched and wrote all 31 profiles, built custom Canva templates, restored archival imagery, and shipped daily.

Driving Record Organic Reach

BLACK ALUMNI PROFILE SERIES / OBERLIN COLLEGE FACEBOOK

WAYMAN E. SCOTT / FEBRUARY 25, 2024

SHIRLEY GRAHAM DU BOIS / MARCH 5, 2024

101,339

people reached *(100% Organic)*

97,275

people reached *(100% Organic)*

4,220 reactions
1,042 shares

3,879 reactions
1,247 shares

[View Scott profile →](#)

[View Du Bois profile →](#)

What Made It Work

471,861

Facebook impressions across 31 profiles

2.18x

The median reach of other posts

WHAT I PAID ATTENTION TO

The person

Find the detail that makes someone more than a name and a class year.

The photograph

Choose an image with character. Edit for a consistent mood without losing the person.

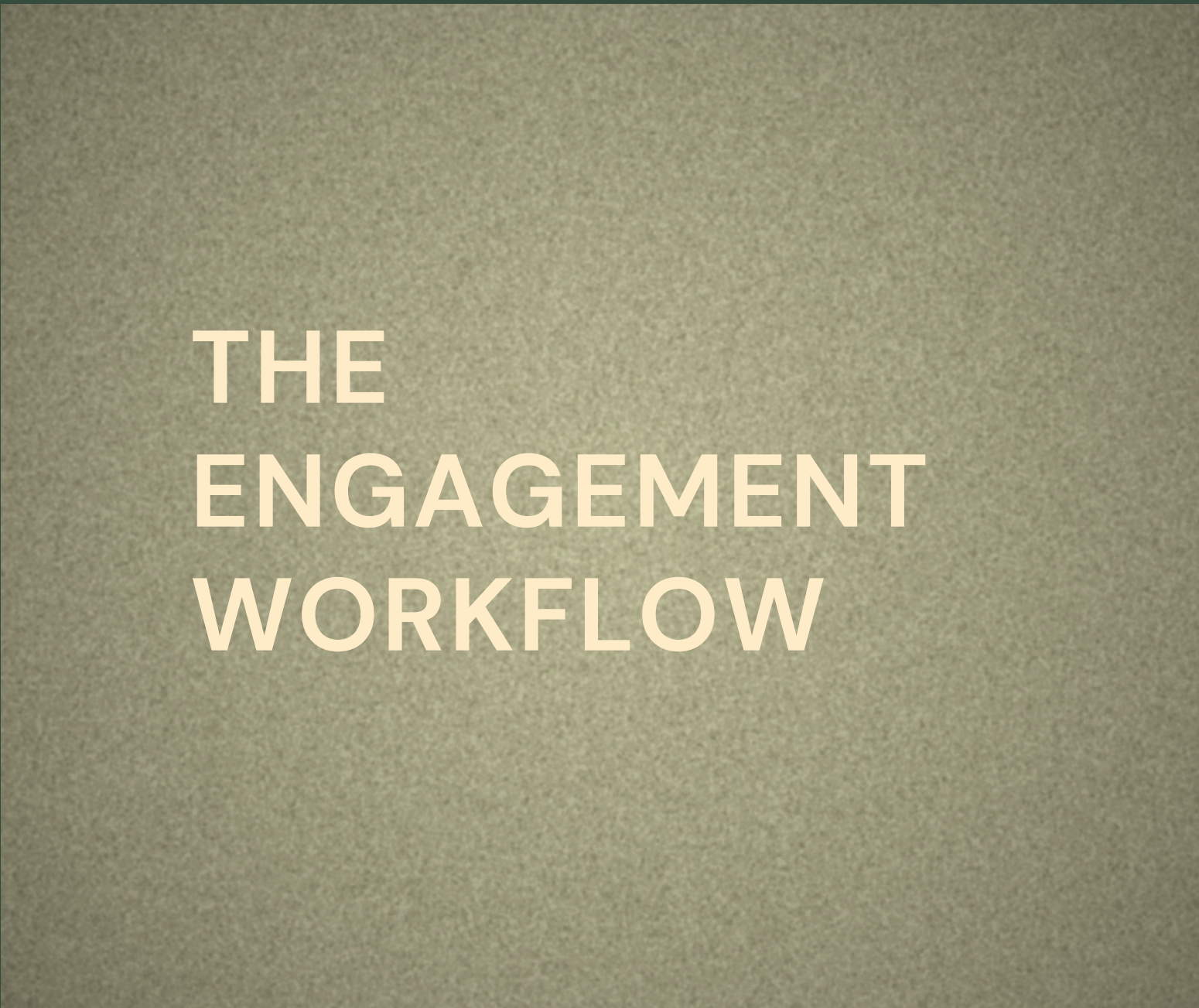
The rhythm

Keep the series recognizable among the rest of the feed.

CASE STUDY 02 / OBERLIN COLLEGE

Responding with Care

Parents, alumni, current and prospective students arrive with questions, memories, strong opinions, and a real desire to connect to Oberlin. **My job is to respond with care and know when a conversation needs more attention.**



ANSWER

Respond to questions and help people find the right information.

LISTEN

Notice what our audience adds, corrects, or asks us to explain.

USE JUDGMENT

Apply community rules and involve a colleague when a second review is needed.

Setting Standards for Tough Conversations

I authored Oberlin’s **alumni moderation framework** and updated our community guidelines. The framework gave the team a shared, objective system for navigating sensitive public dialogue.

01

Clear rules

Make expectations visible so moderation always has a consistent, fair basis.

[View community guidelines →](#)

02

Second review

Build another perspective into decisions that need care.

03

Shared reference

Give colleagues a framework they can return to, beyond one person’s judgment.

[View alumni moderation framework →](#)

CASE STUDY 03 / OBERLIN COLLEGE

Helping Admitted Students Picture Oberlin

In the high-stakes window between acceptance letters and decision day, I’ve **shaped Oberlin’s yield social campaign** across **three consecutive enrollment cycles**, helping admitted students move from “I got in” to “I belong here.”

MY CONTRIBUTION

- Campaign planning and multi-channel copywriting.
- Fact-checking and editorial coordination across departments.
- Framing campus news for students deciding where to enroll.



“Want to be part of it?”

A sample sustainability feature closing with an invitation to imagine life on campus.

[View published example →](#)



CASE STUDY 04 / OBERLIN COLLEGE

Capturing a Town-Wide Live Moment

For the total solar eclipse, I collaborated on the **OCLIPSE campaign** to document a rare communal event. The storytelling centered on a shared human experience: thousands of students, faculty, and residents stepping outside to watch the sky together.

My role was part of a larger **team effort**. The campaign connected a campus moment with the **community around it**.

[View the OCLIPSE carousel →](#)

CASE STUDY 05 / E3 RADIO

Using Audio Production to Sharpen Social Hooks

At Queer News, I wrote, fact-checked, produced, and edited weekly podcast episodes. Working in audio trained me to listen for pacing, rhythm, and structural clarity, cutting any line that caused a listener to tune out.

I bring that same discipline to social copywriting and video production: trimming dead weight from the hook, establishing immediate context, and **writing for the ear**.

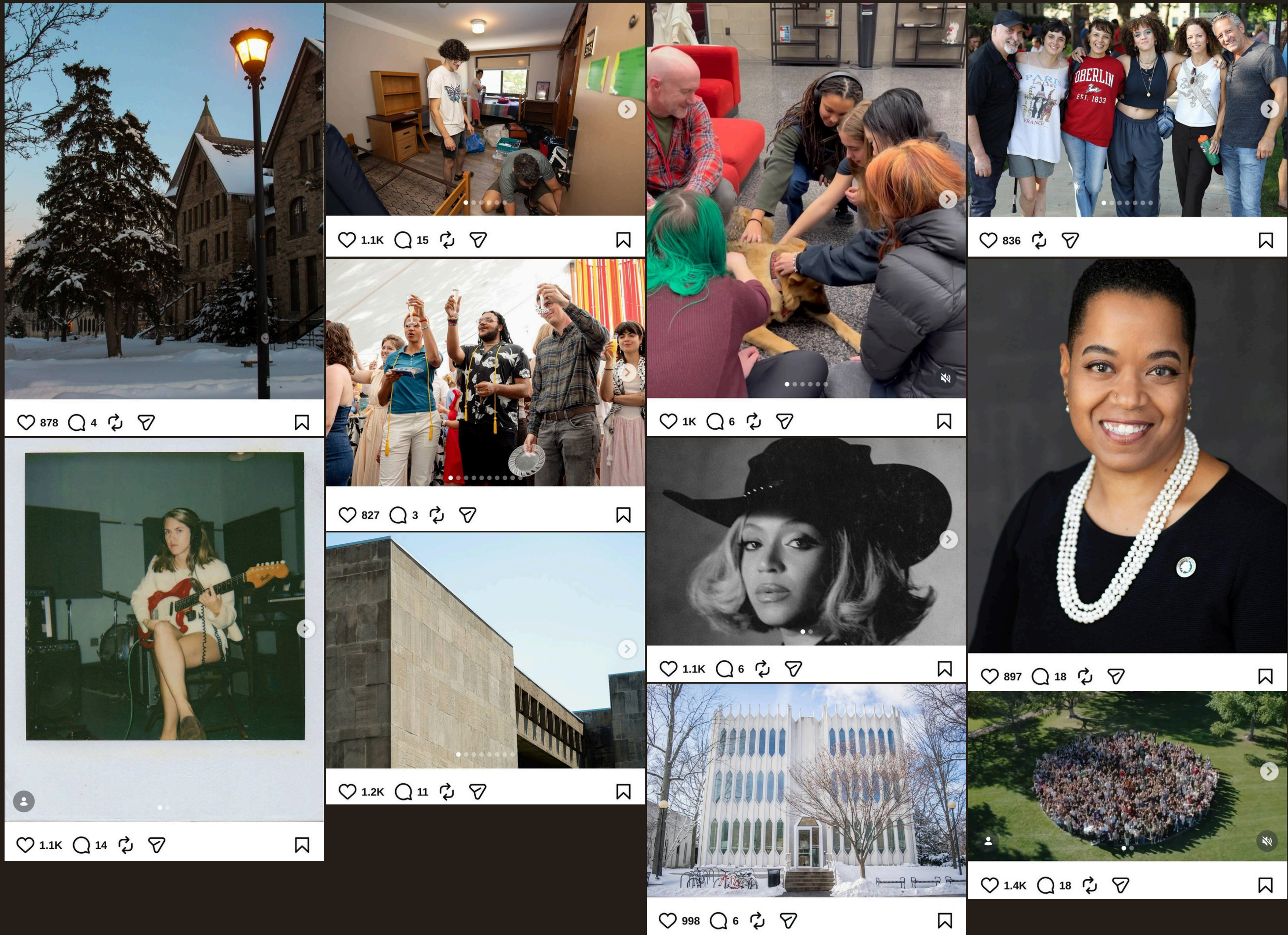
INDUSTRY RECOGNITION

2023 Ambie

Best DIY Podcast

3 awards2022 Black Podcasting Awards
New · News/Informative · LGBTQ[View published example →](#)

REAL POSTS



REAL IMPACT

Let's Get To Work

I'm looking for a team that cares about the people on the other side of the post. I bring editorial care, community judgment, and the discipline to execute.

OPEN TO OPPORTUNITIES

Social strategy · Social media management · Community management

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