

DAE WILLIAMS

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SOCIAL MEDIA STRATEGIST | COMMUNITY & CREATOR LEAD

Strategic social media leader who manages multi-brand identities and leads creator teams to drive engagement, growth, and authentic community. Translates brand voice into channel-native content while building lasting relationships with stakeholders, creators, and audiences through proactive engagement, social listening, and performance data. Proven at scaling audiences (+35% flagship growth, +157% short-form distribution), mentoring 10 student content creators, and executing paid campaigns with measurable revenue impact. Social Media Marketing certified and ready to bring relational, data-informed leadership to community management, content strategy, and creator & influencer partnership roles.

Top Competencies:

Analytics & Reporting	Audience Growth & Insights	Brand Voice & Visual Identity
Community Building & Mgmt	Content Creation & Curation	Copywriting & Storytelling
Creator & Influencer Partnerships	Creator & Team Leadership	Crisis & Reputation Comms
Cross-Functional Collaboration	Editorial Calendar & Workflow	Mission-Driven Marketing
Multi-Platform Campaigns	Paid Social (Meta & LinkedIn)	Photography & Visual Story
Podcast & Audio Production	Short-Form Video Production	Social Listening
Social Media Strategy	Stakeholder Management	UGC & Creator Briefing

Technology: Metricool | Meltwater | Agorapulse | Later | Meta Business Suite | LinkedIn Campaign Manager | Google Analytics | Adobe Photoshop | Premiere Pro | Final Cut Pro | CapCut | Canva | Descript | Figma | Logic Pro | Notion | Google Workspace | Microsoft Office | Slack | Claude (Code & Design) | ChatGPT & Codex | Make.com | n8n.io | Notion AI

PROFESSIONAL EXPERIENCE

OBERLIN COLLEGE, Oberlin, OH

7/2023 to Present

Liberal arts college and conservatory of music with an 8+ account brand portfolio spanning across the institution.

Social Media Strategist | 2/2024 to Present

- Lead organic social strategy, production, and analytics across 8 brand accounts on Instagram, TikTok, Facebook, LinkedIn, and YouTube.
- Grew flagship Instagram from 15,198 to 20,600+ followers (+35%), driving 1.84M reels views, 8.07M account views, and 2.86M unique reach; more than doubled short-form distribution YoY (+157% reels views) while maintaining 8–10% engagement.
- Translate Oberlin's brand voice into distinct, channel-native content across all accounts while protecting core identity and increasing sub-brand tonal clarity.
- Manage day-to-day community engagement, responding to 500+ monthly comments, DMs, and stories with a customer-service tone and maintaining strong engagement during scaled reach.
- Co-lead biweekly cross-functional strategy meetings with alumni, admissions, athletics, the art museum, Conservatory marketing, and donor relations; drove institutional adoption of Metricool, owning configuration, workflow design, and team training.
- Lead and mentor a team of 10 student content creators — owning creative briefs, casting, coverage plans, voice consistency, and editorial review.

OBERLIN COLLEGE, Oberlin, OH

continued

Social Media Strategist | 2/2024 to Present *(continued)*

- Directed paid social on LinkedIn and Meta Ads Manager for the *All In for Oberlin* giving campaign, contributing to a record \$1.5M raised from 2,825 donors.
- Own social listening, brand-reputation monitoring, and live crisis communication for high-stakes moments such as Commencement, Homecoming, and breaking news, maintaining brand voice and rapid response across fast-moving cycles.

Social Media Engagement Coordinator | 7/2023 to 1/2024

- Grew Oberlin's alumni Facebook community membership 23% by introducing structured engagement plays and editorial prompts that re-activated dormant alumni cohorts.
- Moderated social conversations and crisis communications, resolving 200+ stakeholder inquiries monthly with a <4-hour average reply time while protecting brand reputation.
- Drove Facebook content interactions +16.3% (21.2K engagements) and profile visits +192.6% (69.2K) through data-driven content optimization and audience-sentiment analysis.

RADANCY, Chicago, IL

7/2022 to 4/2023

*Global talent-acquisition technology and services firm whose recruitment campaigns reach 99 of the Fortune 100.***Account Executive**

- Managed the daily client relationship for USAA, one of the firm's largest national accounts, across media initiatives, career-site development, and brand campaigns.
- Processed \$5.7M in client opportunities and contributed to \$500K+ in profit through disciplined project execution and stakeholder coordination.
- Translated client input into clear creative briefs and led weekly meetings that kept multi-track campaigns on time and on brief.

E3 RADIO, Chicago, IL

6/2022 to 4/2023

*Independent LGBTQ+ podcast network reaching multicultural queer audiences nationally.***Producer, Queer News Podcast**

- Co-wrote, produced, and edited weekly episodes covering LGBTQ+ news, politics, and culture through a multicultural lens.
- Built the sound-design and editing workflow that grew the show to 2,000+ unique monthly listens.
- Recognized with the Ambie Award for Excellence in Audio — Best DIY Podcast (2023).

BIRDEN-MACK CREATIVE STUDIO, Chicago, IL

7/2020 to 12/2021

*Independent Black-owned creative studio supporting community-driven brands and small businesses.***Founder & Executive Content Coordinator**

- Built a Notion-powered content library and community pipeline that engaged 3,000+ members and generated 425 sales.
- Developed go-to-market strategies across content, lead generation, and community partnerships; led client trainings on audience development and creator workflows.

OBERLIN COLLEGE, Multicultural Resource Center, Oberlin, OH

8/2019 to 6/2020

Office Manager

- Produced weekly newsletters serving Oberlin's BIPOC, queer, and first-generation student communities, achieving 75%+ engagement by aligning editorial tone with student-led voice.
- Designed interactive learning-and-development displays for the MRC's 22 campus partners and led a COVID-19 wellness campaign supporting students across cultural, racial, gender, and sexual identities.

Earlier Career: Teaching & music-leadership roles (Interlochen Center for the Arts, Birmingham UMC, After School Matters) and Oberlin student leadership (Peer Advising Lead, Admissions Ambassador Captain, Afrikan Heritage House RA), 2017–2020.

EDUCATION

Certificate of Completion, Claude 101, Anthropic	2026
Certificate in Social Media Marketing, eCornell, Cornell University	2025
Bachelor of Arts, Anthropology & Musical Studies, Oberlin College — 3.78 GPA	2020
Diploma, Vocal Performance, The Chicago High School for the Arts	2016

SELECTED CREATIVE PROJECTS

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- **OCLIPSE Solar Eclipse Campaign (2024)** — Concept-to-execution social campaign; 105K impressions and a Slate feature by Dan Kois.
 - **Documentary as Praxis (Oberlin Winter Term, 2024)** — Designed and taught a course on documentary technique; led five students producing a short-form photo documentary of Oberlin's Black History Month Fashion Show.
 - **BOXES WILL BE PROVIDED (Documentary, 2020)** — Wrote, directed, and produced a film on COVID-19's impact on Oberlin's Black, low income, and first-generation students; released on YouTube.
 - **Ethnomusicology Decolonization Project** — Co-authored a peer-reviewed online resource interrogating ethnomusicology's colonialist legacies.

AWARDS, HONORS & HOBBIES

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- **Ambie Award, Excellence in Audio** — Best DIY Podcast, Queer News Podcast (2023).
 - **3× Winner, 2022 Black Podcasting Awards** — Queer News (Best Black News/Informative, Best Black LGBTQ, Best New Black Podcast).
 - **Outstanding Excellence in Community Leadership, Oberlin Africana Studies Department (2020).**
 - **Music Leadership Recipient, Oberlin Career Community (2019)** · **Posse Foundation Full-Tuition Scholarship, Posse Chicago (2016–2020).**

Hobbies: Singing (Tenor, Cleveland Chamber Choir, current) · Documentary filmmaking · Sound engineering · Star gazing