

DAE WILLIAMS

SOCIAL STRATEGIST

CONTENT CREATOR

Storytelling that turns passive
scrollers into active community



HI, I'M DAE! :)

I build social content that helps brands connect with people and turn attention into engagement. My work blends strategy, storytelling, and community care to make people feel seen, informed, and ready to participate.

What I do?

SOCIAL MEDIA STRATEGY
CONTENT CREATION
COMMUNITY MANAGEMENT
CAMPAIGN PLANNING
EDITORIAL STORYTELLING
CREATOR PROGRAMS



BRAND
EXPERIENCE



Oberlin



Yesterday's Party
VINTAGE DECOR & RENTALS





MY SOCIAL PORTFOLIO

PROJECT (01)

Oberlin

Campaign Design

OBERLIN COLLEGE

- › SOCIAL STRATEGY
- › COPYWRITING
- › CONTENT CREATION
- › PUBLISHING & OPTIMIZATION



Francois Clemmons
CLASS OF 1967

Shirley Graham
CLASS OF 1933

Jacqueline Berrien
CLASS OF 1983

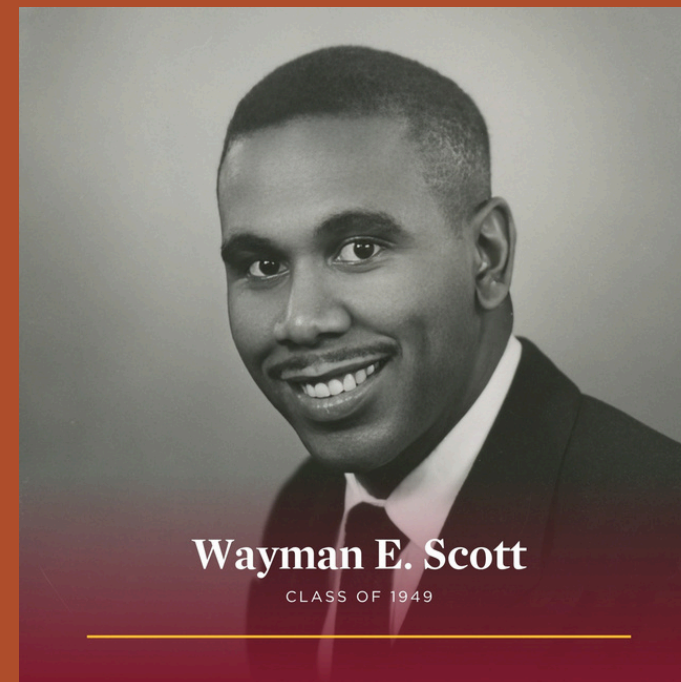
Eduardo Mondlane
CLASS OF 1953

Moses Fleetwood Walker
CLASS OF 1881

Jimmie Pulliam
CLASS OF 1998

Mary Marshall
CLASS OF 1881

Performance Metrics



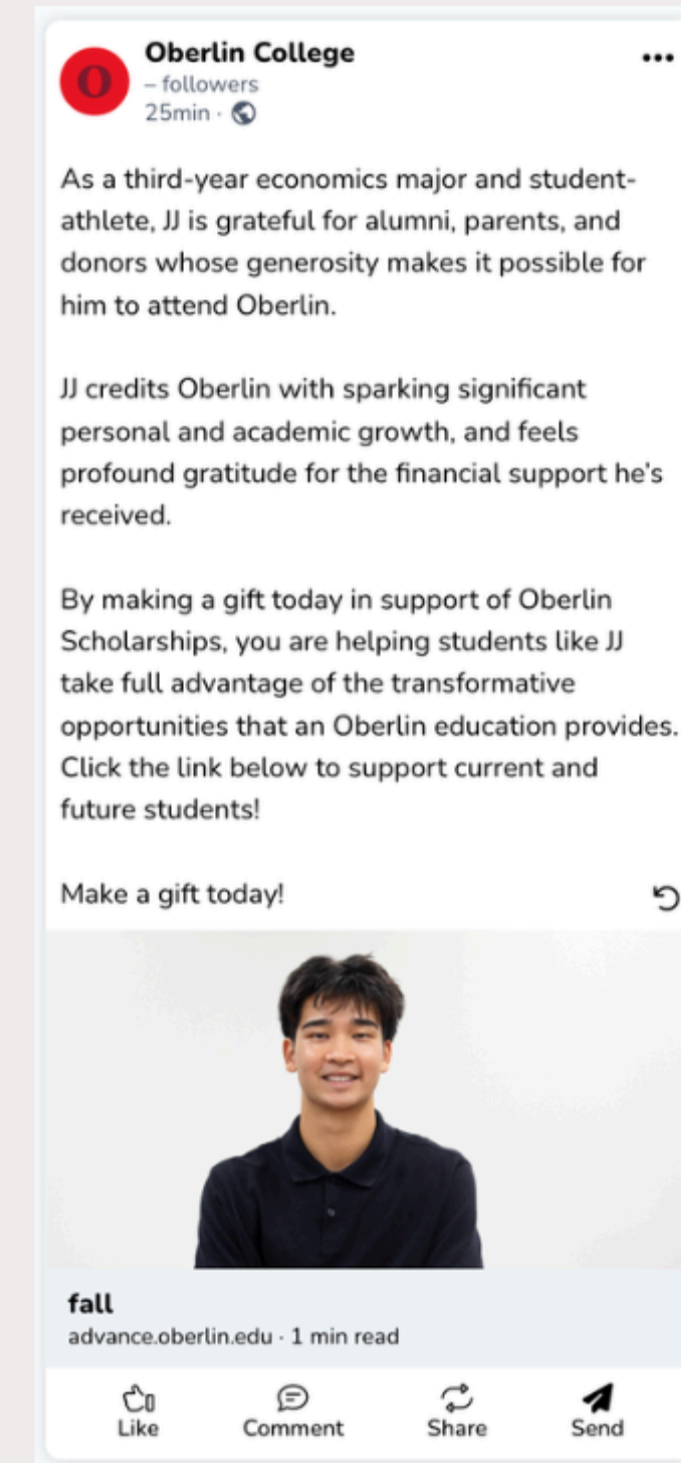
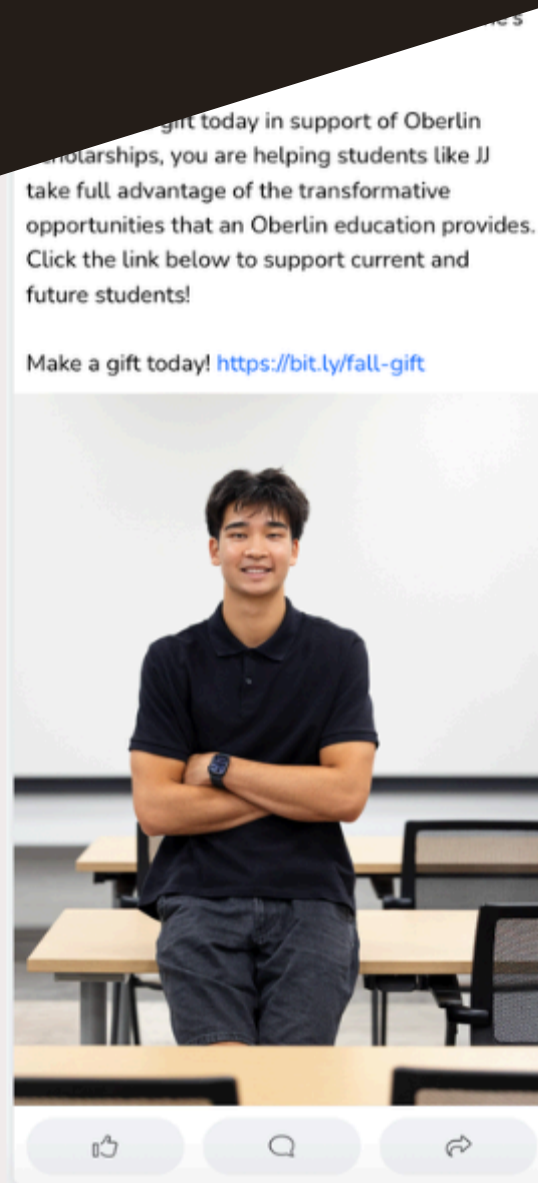
31
PROFILES

600K+
CROSS-PLATFORM IMPRESSIONS

2.18x
MEDIAN REACH

Campaign Planning

LinkedIn



Community Management

 **Dae Williams** ▶ Oberlin Alumni Digital Community
Sep 28, 2023 • 👤

Congrats to the stunning Dr. [Demessie!](#) 🎉

 **Dae Williams**
Nov 2, 2023 • 👤

Autumn seems to have made a swift adieu, leaving in its wake a snowy serenade followed by a cold front two days ago. Do you find yourself missing the warm hues of a typical Obie fall?

 **Dae Williams**
Oct 27, 2023 • 👤

Class of 2015 stand up! Join me celebrating Michelle's Oberlin return 🤝❤️

 **Dae Williams**
Nov 2, 2023 • 👤

"What are prospective Obies asking about, I'm curious" said a handful of you or no one at all. Welp here's a take from a current admissions ambassador!

 **Dae Williams**
Nov 6, 2023 • 👤

...  **Dae Williams** ▶ Oberlin Alumni Digital Community
Nov 9, 2023 • 👤

An autumn stroll.

...  **Dae Williams** ▶ Oberlin Alumni Digital Community
Oct 3, 2023 • 👤

Reunion on film pt.1 ❤️

...  **Dae Williams** ▶ Oberlin Alumni Digital Community
Dec 4, 2023 • 👤

Give it up for 190 remarkable years 🙌🙌

...  **Dae Williams** ▶ Oberlin Alumni Digital Community
Oct 17, 2023 • 👤

Reposting for visibility

...  **Dae Williams** ▶ Oberlin Alumni Digital Community
Dec 15, 2023 • 👤

... Associate Professor of West African Drumming leading Djembe Orchestra in their semester closing

...  **Oberlin College** ▶ Oberlin Alumni Digital Community
Oct 18, 2024 • 👤

Seven new College and Conservatory majors just announced, as we head into fall break here on campus! Read the full story linked below ❤️💛

...  **Oberlin College** ▶ Oberlin Alumni Digital Community
Jan 31, 2025 • 👤

Hi Obies!

We're here with two upcoming alumni eve... See more

...  **Oberlin College** ▶ Oberlin Alumni Digital Community
Sep 27, 2024 • 👤

This year's Homecoming and Reunion Weekend celebrations have officially begun! For those returning, the check-in table is located ou... See more

...  **Oberlin College** ▶ Oberlin Alumni Digital Community
Jan 7, 2025 • 👤

Huge congrats to **Annie Zaleski**, our Oberlin Alumni Magazine editor! Her book, Taylor Swift: The Stories Behind the Songs hit The New York Time... See more



Graphic Design

PROJECT (02)

Oberlin

Social Strategy

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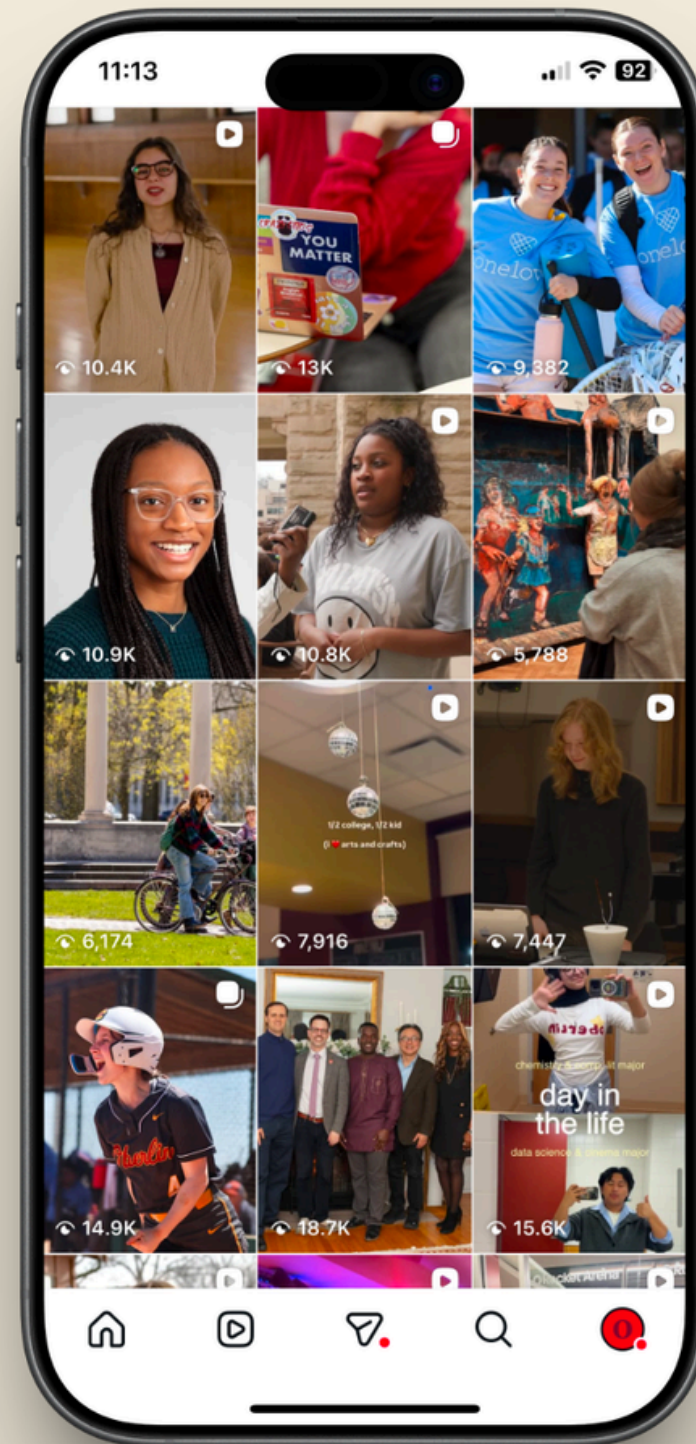
- › CREATIVE DESIGN
- › COPYWRITING
- › CONTENT CREATION
- › PUBLISHING & OPTIMIZATION

13K+
REACHED

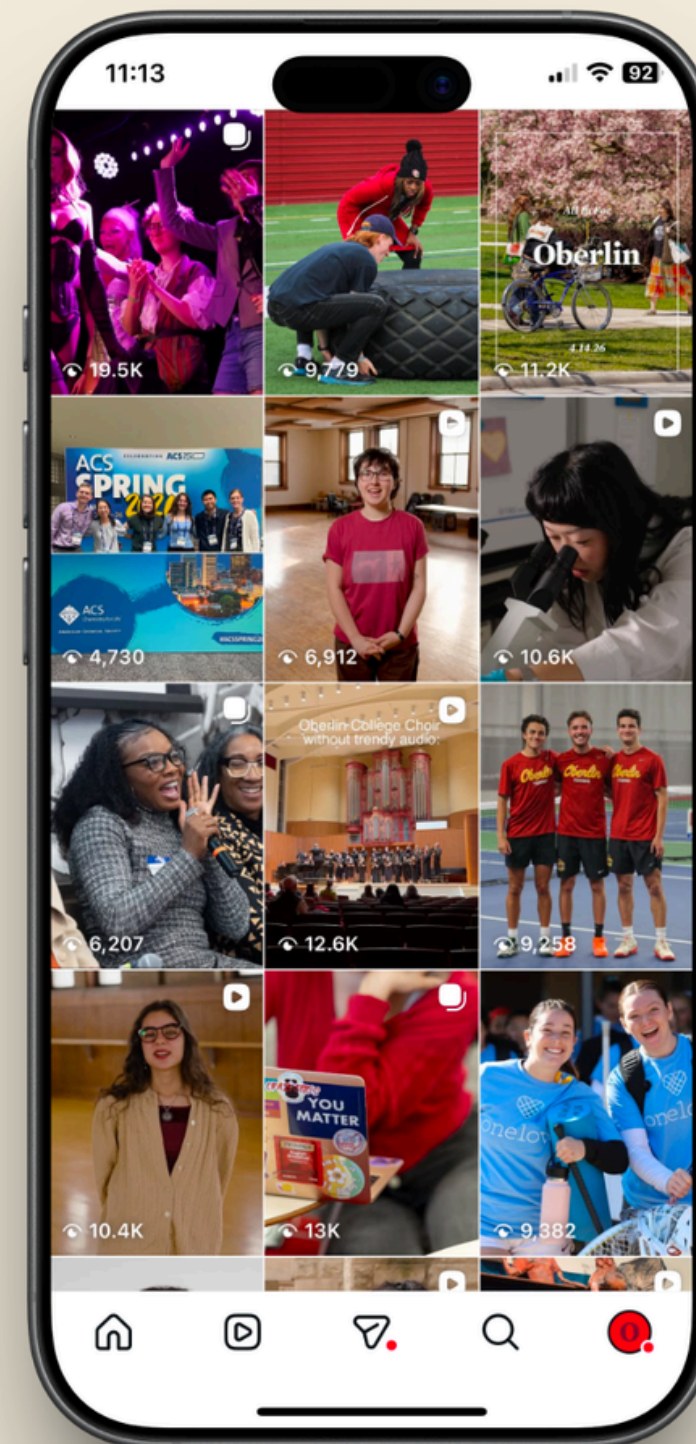


Social Media Management

OBERLIN COLLEGE



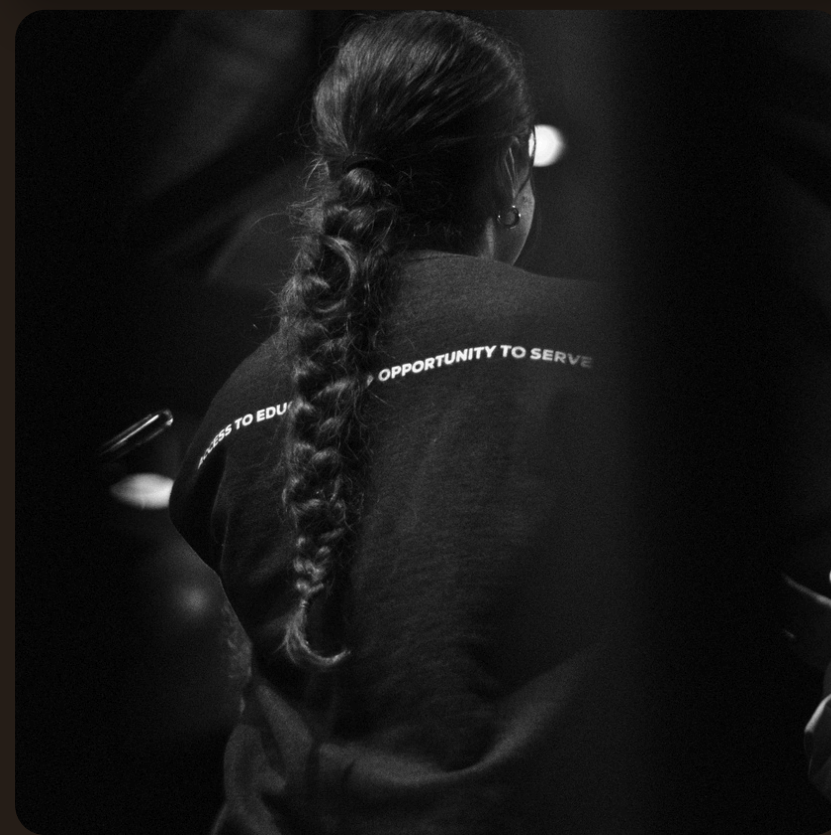
GRID PLANNING



Portrait Photography



Social Media Photography



Let's build something fab together!

email me: daetwilliams@gmail.com or
let's connect: [linkedin.com/in/daquanwilliams](https://www.linkedin.com/in/daquanwilliams)

