

benton williams

director of digital media

experience

social team lead

noble & main coffee company

- *Developed brand voice and editorial vision*
- *Engaged community in positive conversations to drive traffic both on and offline*
- *Managed the creative vision of the shop's social media presence*
- *Photographed specialty drinks, merchandise, and team members for social media platforms.*

marketing intern + brand strategist

north cobb christian school

- *Communicated with external website development team to technically enhance site SEO and design*
- *Drafted press releases and other external communications for news outlets around metro Atlanta*
- *Produced all-school events such as graduation, chapels, and the annual Circle of Prayer*
- *Revitalised brand identity by writing and designing practical style guidelines for internal and external usage*
- *Led 24 student team members in weekly high school chapel technical setup and audio/visual production.*

director of digital media

cartersville farmers market

- *Analysed social media statistics to create effective and engaging content for marketing campaigns*
- *Cultivated a robust online presence to educate on the importance of eating/supporting local, and building relationships between consumers and local producers*
- *Expanded SNAP/EBT/Wholesome Wave partnership by 905% since 2020 through social media and photography*
- *Supported market revitalisation to provide over \$1,700,000 of fresh produce and products for our community*

contact

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@heyimbenton

education

high school diploma

north cobb christian school
2012–2023

expertise

- *photography*
- *content creation*
- *digital design*
- *communication*
- *pragmatism*
- *networking*

skills

- *instagram*
- *twitter*
- *adobe creative suite*
- *later*
- *slack & discord*
- *notion*
- *github*

certifications

notion essentials

certification

notion

adobe lightroom

skill assessment

linkedin

seo skill assessment

linkedin