

# ALBERT WILLIAMS

APR Accredited Public Relations Specialist with 11+ years of experience

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albertwilliams.com

San Diego / San Francisco

## EXPERIENCE

### Senior PR specialist

Lessard

2015 - Ongoing San Francisco

Lessard is a global public relations firm known for its strategic insights and evidence-based approach to communications

- Increased number of likes to the companies Facebook page to more than 20000 followers.
- Prepared monthly and annual coverage reports consolidating 50 to 100+ clippings.
- Increased Facebook following by over 200% in less than a year.
- Developed and implemented social media strategy, increasing Facebook fans by 9%.

### Public Relations Consultant

Dufour

2013 - 2015 San Francisco

Dufour is Public Relations Agency with more 10 Years in handling communication & company visibility in San Francisco.

- Designed the Graduate Tax Program brochure for 2015 via InDesign
- Developed and implemented social media growth strategy, increasing LinkedIn followers by 17%
- Pitched media via phone and email; secured 40+ placements.
- Led, managed and developed team of 15+ colleagues

### Public Relations Junior Executive

Lessard

2011 - 2013 San Francisco

- Increased traffic to website by 15% compared with pre-launch metrics.
- Built networks of speakers, organized 10+ joint events
- Increased productivity by 50% in PR tools

### Intern - Public Relations department

Drouin S.A.R.L.

2008 - 2011 San Francisco

- Organized event (light meals, music & utilities) and kept guests entertained for 100% satisfactory
- Increased productivity by 50% in PR tools
- Sourced, pitched and won more than \$2 million in new business
- Designed the first functional website for UWTM (uwtoastmasters.uwaterloo.ca) in 2 weeks.

## EDUCATION

### BS, Communications

University of San Francisco

2001 - 2006

GPA  
4.0 / 4.0

- Major in PR and Minor in Marketing

### Film Studies

University of California

1998 - 2001

GPA  
3.9 / 4.0

Los Angeles, CA

## ACHIEVEMENTS



### Relationship Development

Named head of new relationship development/new business development for Burson Tech due to my ability to relate, consult and develop trust.



### Strategy & Organization

Began career at Burson by managing content process for SAP's annual user conference, where the CEO said the materials were the best he'd seen. Following, successfully led PR program for the conference, with 400+ media, industry analysts and financial analysts.



### Creative Thinking

Partner with executives and clients to develop thoughtful contributed articles, including a TechCrunch article entitled, "Technology and the Challenge of Democracy."

## LANGUAGES

English

Native ●●●●●

Spanish

Proficient ●●●●●

## INDUSTRY EXPERTISE

Content Generation

Strategic Communication

Public Relations

## STRENGTHS



### Multicultural attitude

8+ years in international positions helped me appreciate cultural nuances



### Creativity

Able to translate complex concepts into compelling and newsworthy stories