

**DAPHNE D. WILLIAMS, A.A.S, B.A, M.P.A, & M.B.A (2011)** [www.DwriteWELL.com](http://www.DwriteWELL.com)

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[www.BlogTalkRadio.com/DwriteWELL](http://www.BlogTalkRadio.com/DwriteWELL)

**PRESS: As SEEN on FOX (Carolina) NEWS**

## **SUMMARY OF QUALIFICATIONS**

**CURRICULUM WRITER | SEO WRITER | EDITOR | BLOGGER | PUBLISHER | CONTENT MANAGER** Write, design, and facilitate proven systems of education to provide Entrepreneurial Training and resources. Proven expertise in blogging with the ability to guide traffic to web pages for monetization, engaging audiences while increasing blog owners bottom line. Submitting content to appropriate Directories, Article Submissions for Search Engine Optimization, and Search Engine Marketing while strategically integrating analytical monitoring tools for Social Book Marking Sites to measure its outcomes, and tracking data sent, shared and received on Social Networking sites while strategically spinning your topics for Google Friendly searching. **SOCIAL MEDIA MANAGER** Analyze emerging trends in social media; building affiliates, partnerships that generates traffic, and revenue, thus establishing brands. Develop, designs, coordinate, lead Tele-seminars, blogging workshops and online conference calls; hence assisting Small business Owners with their Social Media Management Campaigns. **SEO Content Writing, Article Spinning, Affiliate Marketing, E-Commerce, Monetization and Niche Writing** along with being authentic to encourage others. Manage an online Magazine, and Facebook Business Fan Pages; updating posts with relevant topics and business information, updating statuses with insight, informative links redirecting traffic, motivational thoughts, words, videos and quotes to encourage, thus increasing the bottom line. **STRATEGIC PUBLIC ADMINISTRATOR** Coordinates, and disseminates data for internal and external constituents & staff for upkeep and management of organizational policy and legalities; enforcing these set guidelines through memo's, non-disclosures, written freelance agreements. **BRAND DEVELOPER** engage new comers, and keep followers interested through strategic content by researching data analysis, content monitoring, reading replies, listening to questions and becoming the client's answers by giving them what they ask for through video marketing, clear and concise content. **PROPOSAL WRITER | GRANT RESEARCHER** Formulate long-range strategic plans, thus provides leadership to improve outreach & funding. Grant Researcher & Proposal Writer with the proven writing capabilities to execute and sustain funding, thus obtaining Grants for various Non-Profit Organizations ranging in the amounts of; \$500, 10,000, \$25,000, \$150,000, \$250,000 and \$500,000 for both capacity building and sustainability. **JOB DEVELOPER** Maintain a database of position's to assist job seekers with sustaining gainful full-time employment with benefits. Design exquisite & professional resumes, attention grabbing cover letters, thorough Curriculum Vitae's while teaching interviewing skills; proper job etiquette, appropriate attire and mannerisms during career searches while maintaining leads both on and offline.

## **EDUCATIONAL ACCOMPLISHMENTS**

<b>Master in Business Administration in Media Management, Metropolitan College of New York (2011)</b>	<b>GPA 3.0</b>
<b><u>Presidential Scholar</u>, Master in Public Administration, Metropolitan College of New York, (2005)</b>	<b>GPA 3.3</b>
<i>Wrote &amp; Published a Comprehensive 300 Page Thesis on Eradicating Childhood Obesity, Nutrition &amp; Wellness</i>	
<b><u>HONORS</u> Bachelor of Arts in Social Science, College of New Rochelle, (1999)</b>	<b>GPA 3.8</b>
<b><u>Dean's List</u>, Associate of Applied Sciences, Borough of Manhattan College (1991)</b>	<b>GPA 3.1</b>

## **PROFESSIONAL EXPERTISE**

**TEEN COACH | SPEAKER | TRAINER | PROJECT MANAGER, [MotivatedBeautyAcademy](http://MotivatedBeautyAcademy) 2009-Present**  
Executive Director of Motivated Beauty TeenPreneur™ After School Academy designed to teach transferable skills, financial literacy while training and developing Entrepreneurs to be significantly successful. Teach teenagers appropriate business planning, marketing, media, press and business writing skills. Lead both on and offline workshops in social media marketing, social network etiquette, search engine optimization, speed reading, proficient college essay writing, journal free writing, communication & public speaking skills, through recording and uploading utilizing YouTube and Film-making software. Teach on-camera reporting on location by interviewing significantly successful business owners in person and via Tele-seminars, Teleconferences and via Social Media. Empowering teens to walk in their gifts by recycling their writing and ideas through securing their copyright, patents, and trademarks while publishing their thoughts through creative free expressive through journaling exercises. Taught college essay writing prepared topics, and studied for SAT's, Mathematics, College Entrance Examinations while teaching better study habits. Initiated a blog series where each teenager started a blog in a no text message zone. During summer months prepared curriculum conducive to outdoor learning; environmental protection, social awareness, community outreach to the elderly, sick, homeless, hungry, and less fortunate. Initiate recycling programs, neighborhood gardening, taught swimming, aqua-aerobics, nutritional and wellness classes for healthy living while maintaining a balance diet to eradicate obesity and prevent diabetes. During the school year operate hands-on work-shops from 4pm-8pm, where Professionals in various areas of interest volunteer their time to train youth on fashion, film-making, healthy cooking, publishing, public speaking, public relations, media management, and financial prosperity through wealth management, debt consolidation, and financial literacy. Each teenager must enter and complete the Motivated Beauty Training Academy Boot Camp™ Summer

Enrichment & Curriculum Phases in order to get funding for his/her business venture. Once each core workshop is successful completed with precision, the students have a Professional Portfolio of Published Articles, Awards, Certificates, Study Aboard Expertise, Basic second Language knowledge from various established and reputable organizations where they have acquired real life learning skills that can be utilized in the work-place, future career choices, and/or to further their entrepreneurial objectives as working proficient Transferable Skills.

**SEO WRITER | MARKETING BRANDING CONSULTANT DwriteWELL InfoPreneur 2009-Present**

Author and Publisher of self published book series on becoming a change agent by offering recipes to get out of your own way to become who you already are™. Write business, marketing plans for Small Business owners on and offline; assisting them with increasing their bottom line. Distribute Free Content to inform the masses on business, and motivation through hosting a [Blog Talk Radio Show Host](#) called *The Ingredients*, Blogging, Social Media, Social Networking, Affiliate Marketing, and Blog Branding. Assist business owners to market their business, brand themselves, and develop their products business then launch.

**BRAND DEVELOPER | CONTRIBUTING WRITING, DwriteWELL Entrepreneur 1997-Present**

Develop Brand recognition; engage followers, staff, and drive new traffic, hence monetizing our efforts swiftly. Managing Editor for Motivated Beauty TeenPreneur Magazine Fan Pages. Associate Editor for *Harlem Community Newspaper*. Custom WordPress Blog Designer; Manage Plug-Ins, Content Management Systems, Editing, Newsletters, Brochures, Uploading Videos, Filming Entrepreneurs for Online Engagement, Email Marketing Campaigns, Advertising and Promotions Space, Design, Create Logos, E-books, Cover Designs for books, Manage Virtual Magazines, Develop Press Releases & Media Kits that creates a buzz both on and offline. Contributing Online Writer for [www.UrbanePerspectiveMag.com](http://www.UrbanePerspectiveMag.com).

**GRANT WRITER | DEVELOPMENT DIRECTOR, *Non-Profit Consultant* 2003-Present**

Grant Researcher, Proposal Writer that plans fundraising and marketing campaigns, thus building brands which has secured \$500-500,000 Grants for Youth Organizations. Consults with, and solicits the cooperation of community groups, government, private, and non-profit agencies to develop, devise and implement a comprehensive strategic plan to successfully execute and develop partnerships for sustainability. Implement Wellness Programs in Churches, Schools & Centers for Fundraising purposes.

**CASE MANAGER, *NYS Office of Mental Retardation & Developmental Disabilities* 1999-2003**

Taught mentally delayed adults; designed monitored daily behavioral & cognitive goals for effectiveness. Supervised work program, managed departmental budget, purchased supplies, ensured safety of constituents in compliance with OSHA & OMRDD. Planned, developed, coordinated, managed, and supervised educational programming while supervising staff of five. Provide therapeutic intervention to a caseload of twenty constituents with the upkeep of inputting vital data, setting and implementing appropriate behavioral modification life skills goals. Habilitation specialist that administered, and monitored medication, food allergies, and advocate for families; liaison with medical professionals.

**ADJUNCT INSTRUCTOR | EXAM PROCTOR, *College of New Rochelle* 1997-2002**

Taught Adult Undergraduate Students a required course focused on Professional Development called Career Interest Review. Administered, and graded all assignments as well as final examinations. Administered, and graded New York State College Entrance Examinations. Writing, and Reading Tutor. Career Coach that helped students design their future through strategic models with setting up vision boards, goals and executing. Published, edited, designed and wrote for The College Newsletter.

**SPECIAL EDUCATIONAL ASSISTANT TEACHER, *NYC Department of Education* 1991-1997**

Taught mentally delayed children & adults mathematical, writing, reading & activities of daily living skills.

**SOCIAL NETWORKING | COMPUTER EXPERTISE**

**INTERNET | MAC | PC:** Facebook, Twitter, LinkedIn, YouTube, Bit.Ly, HooteSuite, Digg, & StumbleUpon  
Basic Photoshop, Adobe PDF, MS WordPerfect Vista, Excel, Access, PowerPoint, Outlook, WordPress, & E-Books