

benton williams

digital marketing professional

experience

self-employed

sadmilk creative

- Arranges digital marketing strategy consultations with 50+ small businesses and organisations nationwide
- Curates social feeds for accounts with 200k+ followers on Instagram and Facebook
- Manages and oversees national PR campaign activation

social team lead

noble & main coffee company

- Develops brand voice and editorial vision
- Engages community in positive conversations to drive traffic both on and offline
- Photographs 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
- 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

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
2023

expertise

- social strategy
- content production
- photography
- editorial
- pragmatism
- networking

skills

- adobe creative suite
- meta business tools
- mailchimp
- later
- slack & discord
- notion
- github

certifications

notion essentials certification

notion

adobe lightroom skill assessment

linkedin

seo skill assessment

linkedin