benton williams

director of digital media

contact

hey@bntn.io
bntn.io
@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

experience

director of digital media
cartersville farmers market

- *Analysed social media statistics to create effective and engaging content for marketing campaigns*
- *Developed a robust online presence to educate on the importance of eating/supporting local, and cultivate 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.*

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.*

barista + social media strategist
noble & main coffee co.

- *Collaborated with leadership team to develop social media strategy.*
- *Produced engaging video content to introduce exclusive seasonal menu items.*
- *Provided top-quality customer service for 400+ visitors on average while completing transactions.*
- *Served as Bar Lead to efficiently handcraft specialty coffee drinks during peak hours alongside 14 team members.*