benton williams

director of digital media

contact

hey@bntn.io
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@heyimbenton

education

high school diploma
north cobb
christian school
2012–2023

introduction

"Hey, I'm Benton Williams. I'm a 17-year-old high school student from Cartersville, Georgia who loves to create. I've been exploring my passions in photography and digital content production for the past several years, and I have been using my experience as a digital native to help local businesses cultivate an online presence through social media strategy and website design."

expertise

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

experience

director of digital media
cartersville farmers market

- *Analysing social media statistics to create effective and engaging content*
- *Capturing high-quality photos using a DSLR camera and editing in Lightroom to be used for social posts and publications*
- *Collaborating alongside vendors and city officials alike to innovate creative strategies to enrich our community*
- *Conceptualising and coordinating social media campaigns both paid and organic*
- *Developed consistent social media strategies to promote the market, educate on the importance of eating/supporting local, and cultivate relationships between consumers and local producers*
- *Established and oversees connections between the market and external services used to enhance vendor experience*

skills

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

marketing intern
north cobb christian school

- *Enhancing the school's online presence with DSLR photography and videography for social media*
- *Drafting press releases and other external communications for news outlets around metro Atlanta*
- *Producing all-school events such as graduation, chapels, and the annual Circle of Prayer*
- *Revitalising brand identity by writing and designing practical style guidelines for internal and external usage*

certification

adobe lightroom skill assessment
linkedin

seo skill assessment
linkedin