

# NYA WILLIAMS

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## Summary

Reliable and positive customer service professional with strengths in teamwork, collaborative communication, and digital marketing. Skilled in social media strategy and video content creation. Passionate about building relationships and supporting business growth

## Education

Bachelor of Science | University of Oregon, Lundquist College of Business | Eugene, OR  
Pre-Business Administration

September 2022 - June 2026

## Experience

Digital Marketing Coordinator | Anora Hair Salon | Portland, OR

May 2022 - September 2022

- Increased Brand Engagement – designed and scheduled targeted social media content using tools Meta Business Suite and Canva, leading to a measurable increase in follower growth and client engagement by 35%
- Formulated 20+ high-quality promotional videos using CapCut and other digital video editors, streamlining and showcasing salon services to potential clients
- Optimized Digital Marketing Strategy – Implemented strategic social media ad campaigns via Facebook Ads Manager and Instagram Insights, generating a 25% increase in appointment bookings within three months

Barista | Black Rock Coffee Company | Ben Snow | Portland, OR

November 2020 - Present

- Enhanced Training & Operations – Produced high-quality training videos using CapCut and other digital video editors, set on a Nation Wide basis for company, enhancing trainee success, on cleaning and preparation, by 75-100%
- Designed tutorial videos set on a Nation Wide basis for company, increasing trainee success, on cleaning and preparation, by 75-100%
- Completed Barista Quarterly Qualifications every 4 months, ensuring punctuality and 95-100% accuracy average on all Exams
- Supplied and stocked inventory 2-3 times a week for following shifts and company success, preparing/cleaning area. Creating drinks on or off menu with precision and speed

Caterer/Server | Chefs Table Catering Company | Sarah Minnick | Portland, OR

February 2022 - September 2022

- Organized and arranged dining setups for events ranging from 50 to 200+ guests, ensuring seamless service flow and a visually appealing presentation
- Carried and served 30% of trays from kitchen to dining area while promptly bussing tables, clearing 100+ dishes per shift, and assisting with event breakdown to ensure a clean, organized, and efficient dining environment
- Provided 100% attentive and professional service, creating a positive dining experience through prompt responses and guest interaction

Server/Hostess | Bai Mint Thai Kitchen | Pete Nguyen | Portland, OR

September 2021 - February 2022

- Streamlined order fulfillment by accurately preparing and packaging 20+ to-go orders per 6-hour shift, while simultaneously managing dine-in guest assistance and hosting responsibilities
- Guaranteed on time precision for kitchen management delivery driving, relaying 15+ deliveries per shift, ensuring precision and efficiency in food preparation and dispatch
- Processed transactions using a POS system, managing payments, scanning items, and manually entering orders to ensure smooth customer service handling up to \$2000 in sales per day

Volunteer | Confederated Tribes of Grand Ronde's Pow Wow | Fort Hill, OR

January 2020 - Present

- Led cultural initiatives as an enrolled member of the Grand Ronde Tribe, strengthening public speaking, event coordination, and advocacy skills through outreach at venues such as Uyxat Grounds and the Moda Center

## Skills

Microsoft Office Suite (Word, PowerPoint and Excel)  
Point-of-Sale (POS) Systems  
CapCut & Digital Video Editing  
Content Creation & Graphic Design (Canva)

## Certifications

AI Professional Skills Certification  
Intercultural Skills Certification  
UX/UI & Prototyping Certification  
Data Visualization Certification  
SEO Essentials with Semrush  
Food Handler Cards