

William Sears Belcher

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EXPERIENCE

Signature Leaders – Startup Leadership Development Firm Advancing Women Into C-Suite Roles

Sales and Marketing Associate

Atlanta, GA

04/17—04/20

- Sold executive leadership program to 20+ new clients; oversaw alumni network growth from 600 to 1,100+
- Created, tested and sent monthly newsletters to over 3,000 recipients
- Performed comprehensive sales duties include prospecting, pipeline management and reporting
- Lead marketing and PR strategy: overhauled company website by working with external web developers

Jackson Spalding – Atlanta's Top Privately-Owned Public Relations Firm

Public Relations Strategist

Atlanta, GA

10/15—03/17

- Account Manager for several financial services clients. Worked on-site with AloStar company leadership to gather requirements and worked directly with developers and designers to deliver new company website
- Led media relations for the AloStar account in 2016, securing over 5.6 million cumulative impressions
- Account Manager for Georgia Aquarium; worked with in-house devs to build event splash pages

Wuzgud (side project) – Experience and Location Sharing App

Co-creator, Product Owner (<https://wuzgud.app/info>)

10/16—Present

- Assisted developers in requirement gathering and developing project features
- Created wireframes, tested app and outlined UX flows

The Media Company – Startup Digital Marketing Agency

Creative Strategist

Abu Dhabi

07/14—09/15

- Successfully developed pitches for new business accounts totaling over 2 million dirhams
- Managed Defining Standards, a conference with 300+ attendees, VIPs and international delegates
- Managed in-house devs and gathered requirements from government agency to build app prototype for tourists visiting Abu Dhabi
- Scriptwriter and PA for Qatar Foundation's 2015 convocation video with a \$200,000 budget. Flew to Doha for two-day shoot

Lieutenant Governor Casey Cagle

Assistant to Communications Director

Atlanta, GA

01/14—07/14

- Drafted speeches and press releases, managed social media accounts and staffed official events

COMMUNITY

The Douglas C. Allen Institute

Board Member

South Fork Conservancy

Marketing and Collateral

TECHNICAL SKILLS

JavaScript, React, JSON, Restful APIs, Python, Advanced Excel (VBA macros), Tableau, SQLite, Adobe Illustrator, Figma

EDUCATION

Georgia Tech – Data Science and Analytics

Bootcamp student

Atlanta, GA

08/19—02/20

- Wrote python scripts to consume National Park APIs; display attendance and climate data in vanilla JavaScript app
- Explored the availability of data science jobs in urban areas. Used Splinter to automate browser actions; pandas to assess data; BeautifulSoup for web scraping
- Analyzed goals per game in international soccer using Python and pandas from Kaggle dataset
- Course focus was on displaying and analyzing data: extensive use of dashboards, websites and other UIs

The University of Georgia

Bachelor of Arts in Political Science

Athens, GA

2014