

SHAUGHN WILLIAMS

Social Media Manager

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SUMMARY

Customer service-oriented social media manager with hands-on experience across various roles. Skilled in communication, problem-solving, content creation, and customer engagement. Eager to bring strong interpersonal skills, creativity, and reliability to a dynamic social media, marketing team, or public relations team.

TECHNICAL SKILLS

- Content Creation & Copywriting
 - Community Management
 - Social Media Strategy & Scheduling
 - Analytics & Reporting
 - Event Promotion
 - SEO & Social Listening
 - Social Media Tools
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PROFESSIONAL EXPERIENCE

Social Media Manager

Arcadia University – Office of Diversity, Equity & Inclusion

Glenside, PA | Mar 2023 – Present

- Manage and create engaging social media content to promote diversity, equity, and inclusion initiatives.
- Respond to community inquiries and actively engage with students, staff, and followers.
- Collaborate with the DEI Office to increase awareness of university events, programs, and initiatives.

Marketing Lead

Arcadia University Latine Society

Glenside, PA | Jan 2022 – Present

- Lead the promotion and branding of student organization events and initiatives.
- Develop marketing strategies tailored to the student body and campus culture.
- Design graphics and content for social platforms to boost engagement.

Account Executive

1853 Communications

Glenside, PA | January 2024 - May 2025

- Planned and executed 5 professional development activities for the staff including an agency tour, a community service project, a regional PRSSA conference attendance, a tour of a local newsroom, and several outside speakers
 - Created social media posts, flyers, and copies for all agency initiatives resulting in increased engagement on the agency Instagram
 - Wrote a blog post resulting in increased traffic to the agency website
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EDUCATION

Arcadia University – Glenside, PA

Bachelor of Arts in Media & Communication

- Concentration: Public Relations
 - Anticipated Graduation: May 2026
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ADDITIONAL INFORMATION

- Languages: Basic Spanish
- Certifications: 2x (2024/2025) Certificate of Appreciation: Arcadia Office of Access Equity Diversity and Inclusion