NOELLA WILLIAMS

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SUMMARY

Brooklyn-based journalist and copywriter with strong editorial and social media strategy experience. Specialty in reporting on Black culture, veganism, queer identity, music, video games, and internet culture. Experienced in crafting data-driven content calendars, managing multi-platform campaigns, and creating short-form video for top-tier clients. Writing has appeared in *Teen Vogue*, *The Washington Post*, *NYLON*, *UPROXX*, *Essence Magazine*, *POPSUGAR*, *Harper's Bazaar*, *them*, *Marie Claire*, and *Vox*. Recognized as a Glamour College Woman of the Year and alum of NPR's NextGen Radio and the Facebook HBCU Fellowship. Skilled in Canva, Parse.ly, Hootsuite, Google Analytics, iMovie, Final Cut Pro, CapCut, Adobe Premiere Pro, GarageBand, TikTok, Instagram, X, podcast production, video editing, and analytics reporting.

EXPERIENCE

Lux Magazine 2025-2026
College Tour Coordinator

- Organized a multi-state college tour surveying Florida, North Carolina, Iowa, and Texas, connecting student-led organizations with local grassroots organizers at a town hall about the state of gender and politics as it applies to college students.
- Contributed to Lux's social media strategy and newsletter, discussing creative ideas to engage with a younger audience as the magazine approaches its fifth anniversary.
- Researched 60+ student-led organizations across a six-month span through logistical calls and thorough outreach.

DAC Group 2024-2025
Social Media Coordinator

- Developed and executed monthly content calendars for top-tier clients, producing over 600 static and short-form video assets per month to increase client engagement rates.
- Contributed to social media strategy and content planning in weekly cross-functional meetings, influencing campaigns that reached thousands of audiences across the nation.
- Researched and leveraged emerging online trends to craft high-impact copy.

Apartment Therapy 2022-2024
Assistant News and Culture Editor

- Pitched and produced 3–5 weekly news pieces inspired by emerging social media trends, driving up to 250K monthly pageviews.
- Onboarded and edited content from 15+ freelance contributors, improving average article engagement by 20%.
- Developed SEO-optimized stories using Parse.ly insights, boosting organic search traffic by 18% year over year.

Facebook HBCU Fellowship 2022
Scalawag Magazine Intern

- Created Instagram posts and captions that increased average engagement by 15% over the summer.
- Wrote weekly Twitter threads summarizing featured articles, boosting click-through rates by 20% and reaching 10K+ impressions per thread.
- Collaborated with the editorial team to identify trending topics, contributing to a 12% increase in social media followers during the internship period.

EDUCATION

Florida A&M University | *Bachelor of Science, Journalism and African-American Studies, 2022*