



# Sasha Williams

## PUBLIC RELATIONS

### CONTACT

- 📞 (407) 600-2300
- ✉️ Sashawilliams2019@gmail.com
- 🌐 Sasha Williams
- 🌐 Iamsashawilliams.com

### EDUCATION

#### Public Relations, B.S.

Florida A&M University - May 2023

### SKILLS

- AP Style Writing
- Press Releases
- Social Media Management
- Canva editing
- Public Speaking
- Event Planning
- Graphic Design
- Content Creation
- Problem solving

### CERTIFICATIONS

Fundamentals of Media Relations

### AFFILIATIONS

#### Disney Storytellers

First HBCU Cohort

#### ColorComm Inc.

Next Generation HBCU Fellow (2022)

#### The National Association of Black Journalists

Member

### EXPERIENCE

#### Publicity Intern

ABC News | June 2023 - Present

- Compile and distribute daily clips, weekly status reports, and highlights that are sent out to over 1000 employees including key high level executives.
- Update and maintain talent and executive bios, media lists, contact lists, photographer lists, and headshots.
- Actively manage and curate content for the ABC News PR social media accounts which has a combined total of around 67,000 followers.
- Provide administrative assistance to the public relations team as needed.
- Manage press and photographers at the Good Morning America Summer Concert Series.

#### Vice President of Public Relations

The FAMU Chapter of NABJ | Aug. 2022 - May 2023

- Managed the organizations relationships with FAMU, including developing relationships with students, and outside chapters.
- Developed and implemented an effective communications strategy that aligned with the organizations overall objectives.
- Planned events that will help and include other Public Relation students through their journey at FAMU.

#### Event Coordinator

Journey Magazine | July 2021 - May 2023

- Provided assistance in coordinating and executing events on campus and via social media.
- Planned the semesterly magazine release issue party which had over 50 attendees.
- Proposed events with the goal of increasing campus engagement and maintaining the magazine's brand on and off campus.

#### Account Assistant Intern

Allison Aubuchon Communications| Aug. 2022 - Dec. 2022

- Worked with high profile clients such as the American Heart Association, Breathe Easy Georgia and Florida Surplus Lines Association on marketing projects using Canva, and Vyond editing tools.
- Wrote newsletters and press releases to contribute information to client projects.
- Completed tasks in a timely and efficient manner in order to maintain and enhance the perception of client relationships among various internal and external audiences.

#### Social Media Manager

Better Me, Loving Me, Transforming Me, Inc. | Dec. 2020 - Aug. 2022

- Assisted with brand building via social media and graphic redesign.
- Utilized social media platforms such as Instagram and Facebook on a regular basis.
- Assist with viewer retention, engagement, and gaining over 200 followers.
- Identified trends through other popular non-profit social media trends.

### REFERENCES

#### Sarah Jautz - ABC News Publicity Coordinator

Email: Sarah.Jautz@abc.com Phone: (914) 708-9426

#### Allison Aubuchon - Aubuchon Communications

Email: Communications@allisonaubuchon.com Phone: (850) 766-5255

#### Chandra Lanier - FAMU

Email: Chandra.lanier@famuedu Phone: (330) 472-2459