

# Ariel C. Williams

ariel.williams@yahoo.com

## EDUCATION

BFA, Creative Writing  
Full Sail University | Winter Park, FL

Exp. Graduation: June 2023

Certificate, Media Communications  
Full Sail University | Winter Park, FL

Graduated: December 2021

AA, Sociology  
Santa Fe College | Gainesville, FL

Graduated: June 2012

## SKILLS

- Classroom Management
- Literacy in Reading & Writing
- Microsoft Office Suite
- Social Media
- Typing 96 WPM
- Research & Analysis
- Critical Thinking
- Small Group Leader
- Capacity to pivot when necessary
- Building rapport
- Creativity

## WRITING EXPERIENCE

*Self-Love for the Soul Journal* | Self-Help | Self-Published | November 2020

*The Write to Heal Self-Love Journal* | Self-Help | Gum Road | November 2019

*In Place of Love* | Flash Fiction | Smashwords | September 2019

*From Blank Space to Blogging Brilliance* | Blogging Resource | Amazon | April 2015

*The Girl Talk Chronicles* | Self-Help | Amazon | February 2014

Portfolio available at <https://www.arielcwilliams.com>

## WORK EXPERIENCE

### Senior Sales Manager

January 2022 – Current

Event Advisory Group | Fairfax, VA

- Helps companies from around the U.S. meet their hiring goals by aligning them with qualified, diverse talent.
- Customizes strategic marketing and media solutions that sets companies apart from competition.
- Onboards exhibitors to participate in the National Black MBA Association's Annual Conference and Career Expo.

### Reading Instructional Technical Assistant

August 2018 – December 2020

NCF Public Charter School | Gainesville, FL

- Administers reading diagnostics for low-level reading and comprehension students.
- Employs on-the-job and system-based training to assess reading, vocabulary, and proficiency levels.
- Curates successful individual scaffolding learning plans.
- Co-manages classroom daily.

### Reading Tutor & Substitute

August 2017 – May 2018

NCF Public Charter School | Gainesville, FL

- Led small group sessions and 1:1 pull-outs rooted in reading strategies, comprehension checks, and engagement.
- Promoted critical thinking and self-awareness through self-assembled lessons and discussions.

### Social Media Ambassador Coordinator

June 2016 – December 2017

Be Blogalicious | Silver Spring, MD

- Led high functioning team of bloggers and influencers to generate viral media.
- Developed Ambassador program to support company and sponsors for two annual blogging conferences.
- Selected qualified team members to execute tasks.
- Engaged with community via social media, newsletters, and website comments. Sourced photos and created graphics for media use.

### Digital Content Manager

January 2016 – December 2017

Be Blogalicious | Silver Spring, MD

- Produced high ranking articles that increased readership and engagement.
- Managed and organized blog content and schedule.

- Implemented and maintained content themes, such as *Blog Tips*, *Monthly Round Up*, and *Gift Guide*.
- Engaged with community via social media, newsletters, and website comments. Sourced photos and created graphics for media use.

**Digital Media & Events Intern**

**November 2014 – December 2015**

*Be Blogalicious | Silver Spring, MD*

- Coordinated online events, blog content, and newsletters.
- Curated weekly posts for company's Facebook page, Facebook group, and Twitter.
- Oversaw Vendor applications and activations for 2015 blogging conference.