

DINICA WILLIAMS

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HIGHLIGHTS

- Accomplished digital media professional with 20+ years of experience developing and executing successful digital marketing initiatives
- Analytical thinker capable of exploring data for actionable insights
- Proven record of producing compelling copy and engaging visual content
- Expertise with major social media platforms including Instagram, TikTok, Facebook, X (Twitter), and YouTube
- Recognized by industry peers for excellence in website, social media, and app design and development

EXPERIENCE

Marketing & Communications Consultant, March 2018-PRESENT

- Collaborate with clients to identify larger strategic goals and effective marketing tactics to help achieve them.
- Create and deliver content for all digital platforms.
- Analyze client data across a wide range of digital platforms and communicate implications using everyday language and clarifying visualizations. adjust efforts accordingly.
- Highlighted projects: Oregon primary campaign, Oakland city job initiatives, STEM education and preschool services, Giving Tuesday campaign, and Stop Girl Trafficking social media and SEM campaign
- Past clients: Oregon AFL-CIO, California Teachers Association, Peninsula Family Services, Planned Parenthood of Northern California, City of Oakland

Digital, Social Media & Website Coordinator, February 2023-February 2024

New Mexico Children, Youth, and Families Department

- Planned, executed, and evaluated strategies to repair reputation, and increase awareness of services offered and improvements implemented.
- Tracked and analyzed social media data for relevant metrics such as engagement rate and click-through rate to inform digital strategies.
- Created content calendar and produced various types of content for multiple platforms in support of digital strategy.

- Monitored and responded to communications on digital channels.
- Maintained primary website and instituted best practices for site accessibility and optimization.
- Managed outside agency in developing several microsites for each of the audiences CYFD serves.

Digital Communications Specialist, January 2007-February 2018

Ohio Education Association

- Designed and maintained OEA's website and app; organized cross-functional team in user-centered redesign; conducted primary research to gauge member satisfaction; planned and executed paid and organic social media promotional campaign; and performed user-testing, pre- and post-launch.
- Created and managed Facebook and Instagram ad campaigns.
- Analyzed data from multiple sources for all digital properties and campaigns.
- Presented regular reports to leadership, Board of Directors, and other stakeholders analyzing digital communications and recommending actions to take.
- Managed relationships with vendors and freelancers.
- Trained staff and members on digital tools and tactics.

SKILLS

- **DIGITAL MARKETING & DESIGN:** Image & video editing (Adobe Creative Cloud, Canva) • CMS (WordPress) • Email Marketing (Salesforce, MailChimp) • Social Media Management (HootSuite, Sprout Social)
- **PROGRAMMING:** Python • CSS • HTML
- **DATA ANALYSIS & VISUALIZATION:** Tableau • Google Analytics • Seaborn • Matplotlib • Pandas • NumPy • Scikit-Learn
- **SOFTWARE & TOOLS:** Microsoft 365 • Google Workspace • Jupyter • Google Colab

EDUCATION

MBA (Data Analysis), December 2024
University of Massachusetts • Amherst, MA

MS Communication Design, 1998
Pratt Institute • New York, NY

BA Journalism, 1993
University of Texas • Austin, TX