

# Diana Williams

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## Director of Marketing and Communications

Nonprofit Leadership / Diversity, Equity, & Inclusion / Strategic Communications

### Professional Summary:

- Offering 10 years of progressive experience in development and oversight of digital media management and content curation; recognized for building and engaging podcast audience base.
- Seasoned strategist who uses research-backed data to enhance the building, targeting, and engaging of diverse audiences while advancing brand recognition and loyalty.
- Passionate advocate, innovator, and collaborator for diversity, equity, and inclusion awareness among organizations; engaged community member committed to making actionable change.

### Areas of Expertise:

- Strategic Planning
  - Brand Creation & Identity
  - Relationship Building
  - Metric Reporting & Analysis
  - Building Audiences
  - Public Speaking
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## Career Experience

**The University of Virginia, Charlottesville, VA**      **June 2005 – Present**  
**Virginia Humanities/BackStory - Digital Editor & Strategist | 1/2016 – Present**

Oversee BackStory, a podcast bringing awareness to alternative history perspectives including African American, Native American, and LGBTQ+ voices; lead website maintenance and social media curation. Develop and implement social media policies and procedures to ensure deliverance of consistent messages across all platforms. Manage and train new team members on publishing standards, copyright and licensing laws, and BackStory's digital tools.

### Selected Accomplishments:

- Created engaging podcast campaign for BackStory that grew single episode downloads by 30% within 18 months, placing podcast in top 1% of all Apple podcasts.
- Used social media to report on Charlottesville Tragedy; earned media hits that saw BackStory's hosts quoted daily in publications such as BuzzFeed and The New York Times.
- Grew social media engagement within 18 months of leadership: increased podcast downloads by 12.5%, doubled Facebook organic reach, tripled Twitter engagement, increased blog page views by 95%, and attracted two Facebook influencers to enhance live streaming and marketing.
- Reinstated newsletter and increased rate of publishing from monthly to weekly; ultimately growing subscriber list by providing relevant and timely information.
- Crafted and implemented communications strategic plan across all social media platforms to include robust content plan and social media policies.
- Network with meaningful constituents including donors and educators to showcase achieved goals.

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## University Communications - Social Media Associate | 4/2014 – 12/2015

Contributed to UVA's social media presence on Facebook, Twitter, Instagram, Google+, and YouTube. Researched and highlighted media coverage while measuring results and generating analytic reports. Created original content using trending topics and research-backed data to inform audiences of UVA initiatives.

### Selected Accomplishments:

- As manager of UVA's Twitter account, recognized in 2014 by *Times Higher Education* and in 2015 by *Engagement Labs* for excellence among college and university accounts.
- Organized and performed group training communities across several departments.

## University Communications - Community Outreach Associate | 5/2010 – 3/2014

Managed content on several webpages while contributing as writer to office publications. Organized outreach efforts, maintained event database, and performed research to identify audiences for event planning and outreach.

### Selected Accomplishments:

- Led integration of social media into Community Relations and Sustainability websites; launched social media presence for CVC site.
- Assisted in organizing outreach efforts to increase community awareness and support.
- Represented UVA Community Relations in radio and television interviews.

### Additional UVA Roles:

Administrative Assistant 8/2006 – 5/2010

Operator 6/2005 – 8/2006

## Williams Multimedia, Waynesboro, VA

June 2012 – Present

### Owner

Develop and maintain consistent base of clients by growing active network of communications professionals. Contribute as influencer and thought leader within industry through publications and presentations. Craft inclusive course curriculum to ensure learning objectives are met by a classroom of diverse learners.

### Selected Accomplishments:

- Serve as adjunct faculty with Piedmont Virginia Community College's Workforce Services Center to teach small business owners how to effectively market their businesses in 2-3 hour workshops.
- Successfully built freelance client base strong enough to warrant creation of LLC.

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## Community Experience

### Waynesboro Public Schools, Waynesboro, VA Vice Chair & Board Member

Feb 2017 — Present

Elected to serve as Vice Chair; oversee matters involving budget administration, policymaking, and superintendent performance. Collaborate with board members and city officials to advance public education in Virginia.

#### Selected Accomplishments:

- Serve as spokesperson for board to community and represent district within Virginia School Boards Association, Valley Career and Technical Center Board of Trustees, and Valley Academy.

### Community Foundation of the Central Blue Ridge Board of Directors Member

Jan 2020 - Present

Selected by organization's President and CEO to serve on a board of private citizens who work toward the greater good of the community.

#### Selected Accomplishments:

- Established a scholarship fund in late stepmother's honor that will benefit Waynesboro students with a demonstrated financial need once fund distribution is available.

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## Technical Experience

#### Applications:

Dreamweaver, Illustrator, InDesign, Photoshop, Premier, iMovie 10, Photobooth, Fusion Table, MS Suite (Excel, PowerPoint, Word), Prezi, RebelMouse, Tagboard, Exposure

#### Content Management Systems:

WordPress, Joomla, OS Commerce, Amazon Webstore

#### Social Media Platforms:

Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Twitter

#### Technical Languages:

HTML, CSS, PHP, MySQL

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## Educational Background

**Master of Arts in Journalism and Public Affairs, 2014** | American University, Washington, DC

**Bachelor of Arts in Visual Communication, 2012** | American Intercontinental University, Hoffman Estates, IL

#### Professional Associations & Memberships:

Association for Women in Communications | College Communications Association