

DELIGHT WILLIAMS

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EDUCATION

Cedarville University

- *B.A. Visual Communications Design: Concentration in Graphic Design* Completed - December 2020
Academic Honors: Dean's List 2017, 2018, 2019
- Master of Business Administration In-Progress
- NCAA DII Women's Soccer

RELEVANT SKILLS

- Branding/Identity Packaging
- Adobe Photoshop
- Timeliness
- Adobe Illustrator
- Figma©
- Collaboration
- Adobe InDesign
- Microsoft Applications
- Leadership

DESIGN EXPERIENCE

CHICK-FIL-A – DIRECTOR OF MARKETING July 2022–Current

- Responsible for developing and maintaining current point of sale advertisement strategy, social media branding, community outreach event planning, and general public relations.
- Lead the collaboration steps required to execute market event strategy implementing a cross-functional team approach across the Store specifically geared toward culinary team and catering team.
- Comprehensive ownership of all social media activity, online customer engagement, and donation requests and approvals.
- Successfully initiated and completed marketing events to meet franchise publicity and revenue goals specified by senior leadership within the constraints of tight project deadlines and budgets.

THE BILLY GRAHAM EVANGELISTIC ASSOCIATION - GRAPHIC DESIGN INTERN May 2021 - July 2021

- Designed concepts and layouts supporting strategic corporate marketing initiatives alongside senior marketing staff members.
- Successfully completed project deliverables specified by corporate leadership within the constraints of tight project deadlines and limited provided project scope.

UNITED LANDMARK ASSOCIATES - DIGITAL ARTIST GRAPHIC DESIGN INTERN May 2019 – Aug 2019

- Supported multiple client projects by conceptualizing branding roughs, print advertisements, and identity packaging focused on real estate developers creating new luxury condos and apartments.
- Lead the organization initiative to achieve and catalog project mockup files for future reference.
- Conceptualized multiple advertisement design roughs across several project types.

CEDARVILLE UNIVERSITY MUSIC & WORSHIP DEPARTMENT - GRAPHIC DESIGNER August 2019–January 2020

- Personal collaboration with each music director for the conceptualizing the design of the event marketing material such as posters and other graphics.
- Required file preparation for digital printing activities.
- Required to exercise high amounts of organizational skills executing projects with quick turn-around times.