



BRANDON ANTHONY WILLIAMS

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ABOUT

A collaborator, leader, and lover of all things digital. I'm a 15+ year media veteran with a corporate and start-up background that focuses on strategizing high-quality experiences and products. My multi-year experience allows me to exercise both creative and technical skills within the Digital, Live Event, and Production spaces.

NOTABLE SKILLS

CONTENT MANAGEMENT / 10+YRS

DIGITAL STRATEGY / 10+YRS

LIVE & VIRTUAL EVENT EXPERIENCE / 7+YRS

PRODUCTION MANAGEMENT / 5+YRS

SOCIAL MEDIA MANAGEMENT / 10+YRS

ADOBE CREATIVE SUITE (Ai, Dw, Id, Mu, Ps, Xd)

AGILE PRODUCT/PROJECT MANAGEMENT (JIRA)

CMS MANAGEMENT (AEM, Wordpress)

PROFICIENT CODING, DESIGN, UI, and UX EXPERIENCE

TEAM MANAGEMENT (DOMESTIC + INTERNATIONAL)

WORKS

BAW VENTURES

FOUNDER, LEAD EXPERIENCE STRATEGIST 2006 - PRESENT

- Lead Experience Strategist for client projects, including Project Management, Digital Development, Content and Social Media Management, and Mobile App Development. Responsible for creating roadmaps and strategizing tactics that focus on increasing audience engagement, providing better brand visibility, and the seamless implementation of creative processes and workflows.

Current/Past Clients:

VIACOM



JADE + XD



UNIVERSAL MUSIC GROUP



WARNER MUSIC GROUP

NEW YORK CITY TRANSIT

DIGITAL COMMUNICATIONS STRATEGIST 2018 - 2019

- Responsible for managing NYCT's Digital Communications Platforms, including mymta.info, the MYmta app, MTA e-alerts and newsletter, in-service assets (overhead countdown clocks, platform kiosks), and social media channels, including Facebook and Twitter.
- Created effective strategies to grow the-then 977K+/- followers, 33MIL+/- monthly impressions, 654K+/- monthly profile visits, and 19.7K+/- monthly mentions. Liaised with various arms, including LIRR, SIR, FDNY, NYPD, and in-field station supervision teams, to create long-term resources and workflows that encouraged better communication and transparency with the public.

VIACOM

PRODUCT MANAGER 2014 - 2017

- Responsible for leading digital product development with BET Networks' live events, linear shows, editorial operations, and internal resources, including AEM CMS 5.x/6.x and JIRA.
- Collaborated with stakeholders, internal teams (domestic + international), and external vendors to oversee the lifecycle of new product launches, designing mobile-first experiences that encouraged creative storytelling, increased content visibility, and exceeded user engagement goals.
- Review incoming product proposals, design briefs (wireframes, style guides, and UI skins), work with teams to define best creative practices, and conduct product training.
- Served as primary digital tech liaison at live events and tentpoles, supporting an on-ground digital ops team of 100+.

SONY MUSIC ENTERTAINMENT

URBAN MARKETING ASSISTANT 2010 - 2011

- Assistant to Columbia Records' SVP and Manager of Urban Marketing.
- Responsible for generating daily artist briefs, designing various marketing decks and materials, and reviewing all project requests.
- Contributed to the creative direction of marketing plans and project development for Columbia's Urban talent roster, with work spanning from single releases to full-length EPs, as well as partnering with ROCNATION for distribution-only acts.

STREET ANTHEM

FOUNDER, EDITOR-IN-CHIEF 2006 - 2011

- Lead Editor for a premiere urban entertainment site with a global team of 5-7 editors responsible for content curation, label relationship management, newsletter creation, and liaising with third-party vendors for special projects. Responsible for all CMS (WordPress) management and technical upkeep.

