

brandi n. williams | apr

experience

principal | studio b public relations

august 2006 – present

owner and principal public relations consultant of a trendsetting socially conscious boutique public relations firm dedicated to creating mutually beneficial relationships for individuals, corporations and organizations dedicated to making positive deposits in the community.

clients (past and present) | Nielsen; the Department of Education's Office of Federal Student Aid; Coca-Cola; Grammy-Award winning soul artist Anthony Hamilton; 13-year NFL veteran and Washington Redskins' Vonnie Holliday; author Felicia Pride; the Get 'Em Girls; CARA B Naturally™; WTVI, Charlotte's PBS station; and urban retailer DTLR

selected accomplishments | created strategic communication plan to assist with brand management and increase visibility of Grammy-award winning soul artist Anthony Hamilton | secured media placements, including JET; The Steve Harvey Morning Show; The Mo'Nique Show (radio and television); Essence.com and Associated Press.

served as subcontractor for the Charlotte *Underrepresented Social Marketing and Community Outreach Initiative* | the project included media relations and grassroots marketing components that were implemented on behalf of the US Department of Education's Federal Student Aid Office to increase the number of African American students applying for federal education using the FAFSA | efforts resulted in a 40 percent increase in Charlotte students applying for federal aid using the FAFSA | more than 390,000 media impressions secured during the campaign.

online editor | radio one

January 2010 – present

co-edit two local radio station blog-style websites | duties include content aggregation from national websites and producing local content for sites. knowledgeable of search engine optimization (seo) strategies and website analytics.

selected accomplishment | contributed to a 29 percent increase in page views in one month

public affairs manager | city of charlotte

february 2003 – august 2010

direct the public relations functions (internal, external) for the City of Charlotte's Solid Waste Services Department | manage a staff of 3 and serve as the primary spokesperson and communication counsel for the department's Executive Leadership Team.

selected accomplishment | developed and implemented PR strategy for the City of Charlotte to raise awareness of recycling and increase participation in the City's recycling program | strategy included creative community-based programs, including an award-winning campaign targeting the Latino community | resulted in a 12 percent increase in recycling in Charlotte's Latino community.

contact

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profile

Accredited public relations professional with experience counseling senior management, initiating and leveraging partnerships to meet mutual business objectives and managing, directing and implementing strategic PR programs.

expertise

*Strategic Public Relations/Consultative PR
Lifestyle Brand Public Relations/Marketing
Grassroots Public Relations/Marketing
Community Relations
Social Media
Blogger
Green/Environmental PR
Training*

awards and honors

UR Social Marketing Campaign
2010 PR Week Multi-Cultural Marketing Campaign of the Year
2010 Best of Maryland Award of Excellence in Public Service

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2005 IABC Crown Awards Best of Show
2005 ICMA Best of Show Runner-up

education

university of north carolina | chapel hill
bachelor of arts in journalism
public relations concentration

et cetera

check out b'lessons, pr lessons from studio b pr, at www.studiobpr.com/journal.