

MATTISON WILLIAMS

STRATEGIC COMMUNICATIONS EXPERT

Savannah GA, 31405 • (803) 440-0636 • mattisonwilliams@gmail.com
Portfolio - www.mindfulmediaconsulting.com • [LinkedIn.com/in/mattisonwilliams](https://www.linkedin.com/in/mattisonwilliams)

SUMMARY

Experienced Communications Professional with over ten years of strategic communications, public relations, and project management experience. Skilled in developing and executing comprehensive communication plans, managing high-profile campaigns, and engaging diverse stakeholders. Adept at leveraging digital media and data analytics to enhance organizational visibility and achieve strategic objectives. Committed to fostering collaboration and making a meaningful impact through effective communication.

STRENGTHS AND EXPERTISE

- Strategic Communication & Planning
 - Media Relations & Public Speaking
 - Digital Marketing & Social Media Strategy
 - Project Management
 - Stakeholder Engagement
 - Team Leadership
 - Crisis Management
 - Data Analytics & Reporting
 - Event Planning & Management
 - Content Creation
-

PROFESSIONAL EXPERIENCE

Marketing and Communications Manager (June 2022 - Present)

Chatham Area Transit (CAT) - Savannah, GA

- Spearheaded the revitalization of CAT's brand identity, increasing public engagement and service utilization.
- Developed and executed a comprehensive digital hiring campaign, leveraging social media platforms to enhance recruitment efforts.
- Managed media relations and served as the primary spokesperson, enhancing organizational visibility.
- Directed the production of CAT-branded video content, crafting compelling narratives that resonate with diverse audiences.
- Coordinated a high-profile visit from US Secretary of Transportation Pete Buttigieg, showcasing CAT's initiatives to federal representatives.

Community Outreach Director (Oct 2021-May 2022)

Youth Corps - Columbia, SC

- Led strategic outreach initiatives, enhancing public relations and aligning with the organization's mission to empower young students.
- Managed the lifecycle of outreach projects from conception to execution, enhancing the organization's visibility and impact through effective media and community relations.
- Developed and managed digital content, including social media and website materials, to communicate and promote Youth Corps' initiatives.

Communications Advisor (Jun 2021-Jan 2022)

I Am, We Are - Remote Contract

- Developed international media strategies, enhancing the organization's global presence.
- Coordinated various projects, ensuring alignment with strategic goals and optimizing communication strategies based on media trends and public feedback.

Public Relations Coordinator (Jan 2020-Jan 2021)

Digital Saint TV - Project Contract - Bury St. Edmunds, UK

- Managed comprehensive PR campaigns and developed media partnerships that significantly increased brand visibility and community engagement.
- Successfully built and managed relationships with new clients and sponsors during the UK COVID lockdown, demonstrating adaptability and strong communication skills.

Digital Media Producer (Oct 2019-Jan 2021)

The Wilderness Journey Project - Project - London, UK

- Managed comprehensive PR campaigns and developed media partnerships that significantly increased brand visibility and community engagement.
- Successfully built and managed relationships with new clients and sponsors during the UK COVID lockdown, demonstrating adaptability and strong communication skills.

Radio OnAir Personality and Producer (Aug 2014-Jan 2020)

1053 ZackFM, Mildenhall UK / Cambridge 105 - Cambridge, UK

- Ensured compliance with OFCOM regulations, maintaining broadcasting standards.
- Curated and managed content for live broadcasts, fostering audience engagement and loyalty.
- Represented the station at live events, enhancing community involvement and visibility.
- Developed and strengthened relationships with sponsors, creating tailored content that aligned with their objectives while serving the interests of the audience.

Community Outreach Specialist (Jul 2013-Jan 2020)

Williams Productions - Bury St. Edmunds, UK

- Spearheaded the coordination of venues, photographers, videographers, musicians, and other event participants, ensuring seamless execution of events.
- Managed all administrative logistics of event planning, including booking, contract signing, and promotions.
- Forged significant partnerships to promote local arts, demonstrating commitment to community engagement and support for emerging talent.

MILITARY EXPERIENCE

Combat Support Technician and Instructor (Jan 2010-Jan 2016)

United States Air Force

- Led equipment training sessions and maintained critical life-sustaining equipment valued over \$2.5 million, ensuring operational effectiveness and mission readiness for Special Operations.
- Developed and implemented training programs for Special Forces personnel, enhancing their preparedness and effectiveness.
- Frequently consulted to provide creative and timely solutions to unexpected challenges instrumental maintaining operational effectiveness and mission readiness.

EDUCATION

Master of Arts: Global Media And Transnational Communication

Goldsmiths, University of London - London, United Kingdom

October 2019 - October 2020

Bachelor of Arts: Media Studies

Anglia Ruskin University - Cambridge, United Kingdom

September 2016 - September 2019

Leadership Development

Youth Corps SC Alumni - Columbia, South Carolina

May 2006 - May 2007

CERTIFICATIONS

- BBC Introduction to Radio Operations, BBC, January 2019
 - Airman Leadership School, United States Air Force, June 2015
 - Principles of Instruction, United States Air Force, November 2014
-

PROFESSIONAL AFFILIATIONS

- Board of Directors - Give A PC
- Advisory Board Chair - Operation One STEM At A Time
- Youth Corps Alumni
- United Way Young Leaders Board Readiness Cohort 2024