

JUSTIN WILLIAMS

MARKETING AND COMMUNICATIONS MANAGER

Alexandria, VA | (703) 638-3573 | justin.aub@gmail.com | justincreates.online

PROFESSIONAL SUMMARY

Marketing and communications professional with eight years of experience helping organizations turn their work into clear campaigns, stronger audience relationships, and measurable growth. My background spans digital strategy, content development, social media, visual production, brand storytelling, campaign planning, and creative operations. I am strongest when a message needs both personality and structure, and when a team needs someone who can carry an idea from the first conversation through strategy, production, launch, and evaluation.

CORE SKILLS

Marketing Strategy | Campaign Development | Digital Communications | Content Strategy | Audience Growth | Social Media Management | Brand Storytelling | Email Marketing | Marketing Analytics | Creative Direction | Cross-Functional Leadership | Community Engagement | Creative Production | Project Management

PROFESSIONAL EXPERIENCE

UNIFIED VISUALS

Co-Founder, Marketing and Creative Operations Lead | May 2017 to Present
North Carolina, Maryland, and Virginia

As Co-Founder of Unified Visuals, I lead content strategy, creative direction, digital campaigns, and production for clients across the arts, culture, advocacy, and lifestyle sectors. Over nine years, the company has completed more than 115 projects, with work supporting organizations and projects connected to the Kennedy Center, North Carolina Museum of Art, Fight for \$15, the International Association of Blacks in Dance, and independent artists and businesses. My work has increased client engagement by more than 300%, contributed to measurable lead growth, and supported major audience expansion across digital platforms. I oversee projects from discovery and audience strategy through concept development, photography, video, design, launch, reporting, and final delivery while also leading creative teams and production crews.

DANCE PLACE

Digital Media Specialist, including Interim Department Leadership | December 2020 to October 2023
Washington, DC

At Dance Place, I led digital communications and creative production across programming, education, fundraising, community engagement, and organizational initiatives. I developed campaigns, managed social media and website content, directed video projects, created more than 100 digital and graphic assets, and built systems that improved how departments planned and requested public-facing work. During my tenure, Facebook engagement increased by 92%, reach grew by 288%, Instagram followers increased by 75%, and annual engagement rose by nearly 20%. I also served in interim department leadership for a total of 11 months, helping maintain communications strategy, production, and cross-department coordination through organizational transitions.

OPUS DANCE MOVEMENT

Co-Founder, Marketing, Operations, and Program Lead | 2024 to 2026
Northern Virginia

As Co-Founder of Opus Dance Movement, I helped build the organization from its earliest concept into a functioning pre-professional performing arts program. I led brand development, marketing strategy, enrollment campaigns, email communications, social media, website copy, sponsorship outreach, and community-facing materials while also helping design the systems behind the public experience. My work extended across scheduling, policies, events, onboarding, family communications, partnerships, and program operations, allowing us to connect the promise of the brand with what students and families actually experienced. I also helped create opportunities for young artists to contribute ideas for social content and creative shoots, making collaboration, mentorship, and creative ownership part of the organization itself.

ADDITIONAL COMMUNICATIONS EXPERIENCE

ABC PHONES, DBA VICTRA / VERIZON

*Communications Specialist Intern | October 2019 to December 2019
Cary, NC*

At Victra, I supported internal communications and employee-focused marketing through photography, video, graphic design, email, and digital content. I helped develop a recurring video and podcast concept centered on employee identity, professional development, and workplace culture while assisting with the production and editing of more than 10 video projects. I also used Salesforce data and analytics to support audience targeting, campaign planning, and email communications.

SAIGE MARTIN FOR CITY COUNCIL

*Director of Photography, Videographer, and Video Editor | September 2019 to October 2019
Raleigh, NC*

During Saige Martin's Raleigh City Council campaign, I led visual production during a key period of the race, translating campaign priorities and community concerns into public-facing video content. I developed concepts, storyboards, interviews, and production plans while also handling cinematography, sound, editing, and color correction. The role required close collaboration with campaign staff, community members, and government stakeholders while producing work that balanced political messaging with authentic community storytelling.

STRAWBRIDGE STUDIOS

*Digital Imaging and Marketing Specialist | January 2018 to November 2019
Durham, NC*

At Strawbridge Studios, I worked across photography, digital imaging, graphic design, production, and customer-facing creative services in a high-volume environment. I managed projects from image processing through final delivery while maintaining quality standards, production timelines, and client expectations. I also trained new employees in photography, editing, customer service, and repeatable production workflows, helping maintain consistency across both the creative work and the customer experience.

EDUCATION

Bachelor of Arts in Mass Communications

Concentration in Journalism, Broadcast, and Media Studies
North Carolina Central University | December 2017

TOOLS

Adobe Creative Suite | Microsoft 365 | Salesforce | Social Media Analytics | Email Marketing | Content Calendars | Graphic Design | Photography | Videography | Video Editing | Sound Editing | Website Maintenance | Digital Asset Management | Project Planning | Production Management