

Bradley Williams



Social and Digital Media Specialist

A tested digital strategist and content creator with a wide range of top-level political and issue-based campaign experience. Demonstrated talent for creating strategic content that builds audiences, persuades voters and wins campaigns.

PROFESSIONAL EXPERIENCE

Biden for President | August 2020 – November 2020

Social & Digital Media Strategist

- Managed strategy and execution for campaign accounts @TeamJoe on Twitter and @VoteJoe on Instagram, focusing on content creation, project management, influencer development, and analytics
- Tripled @TeamJoe Twitter followers within three months
 - Garnered 176M impressions + 21M video views + 3.9M engagements
- Launched new campaign Instagram @VoteJoe and quadrupled the number of followers
 - Amassed more than 17M impressions + 1.9M video views + 1.9M engagements + 100K shares
- Collaborated with all campaign departments to build and vet strategies, including partnerships, video, design, communications, policy, legal, and research
- Conceptualized ideas and high-impact imagery to tell the story of the campaign and its followers
 - Created video to showcase the magnitude of COVID-19 deaths using one American flag to represent each death and then worked with the video team to animate it to mark 200,000 deaths in America. It gained over 5,000 shares on Instagram
- Organized with the video and design team to create Instagram reels that received over 12 million views on @VoteJoe
- Produced 70-page debate "bible" for @TeamJoe to contrast the Biden vs. Trump records on key political issues to guide rapid response on debate nights

All On The Line & National Democratic Redistricting Committee | July 2019 – July 2020

Social Media Manager

- Executed, strategized and managed key messaging for 112 separate social media accounts; garnered 44M impressions
- Created social media content for President Obama and Attorney General Holder, producing more than 10M impressions
- Tested messaging with audiences on issues including voting rights, racial justice, LGBTQ+ protections, health care, immigration, and civil rights, with a focus on how gerrymandering affects all these issues
- Grew the social media audience across AOTL and NDRC by 91.7% through message testing
- Spearheaded video series for NDRC and AOTL to educate voters on gerrymandering and redistricting, resulting in more than 4M views
- Cultivated key relationships with over 200 influencers, 100 state leaders, and dozens of progressive organizations

Women's March on Washington (Contract) | January 2019 – June 2019

Digital Consultant

- Developed & executed social media plan that created 650M impressions online in a single day
- Mobilized thousands of women across the country to join the Women's March on Washington via SMS, email, and social media
- Created email fundraising campaigns that brought in \$200K in donations in a single month

Color Of Change PAC (Contract) | May 2018 – November 2018

Senior Digital Manager

- Led strategy for a social media plan, resulting in 2.1M impressions in September and October alone
- Produced email fundraising campaigns that resulted in \$500K in donations
- Reached over 5M people with ad campaigns on racial justice, civil rights and targeted electoral campaigns
- Spearheaded strategy for members and influencers that produced historic levels of engagement using the hashtag #VotingWhileBlack

People for the American Way | May 2017 – May 2018

Digital Organizing Coordinator

- Designed “Why We Resist” Storytelling platform that resulted in 2,000 inspiring stories for social media
- Organized nationwide events with several progressive organizations on health care, LGBTQ protections, and judicial nominations

People's Climate March (Contract) | March 2017 – May 2017

Social Media Coordinator

- Created social media content that brought in 1.5 Billion impressions the day of the march; trended number 1 in the USA and number 2 worldwide
- Coordinated with over 300 partner organizations for several months to provide weekly social media content

Hillary For America | August 2016 – November 2016

Regional Digital Organizer

- Spearheaded the Digital Workshops Program that taught over 300 organizers about mobilizing supporters, volunteers, and 21st Century Created and 21st Century voters
- Managed active online communities of 20,000 members on Facebook in 75 county-specific groups, which translated into thousands of volunteers for Hillary and other Democrats up and down the ballot in Ohio

Education

B.A., Mass Communications, Louisiana State University

Proficient In

Instagram, Twitter, Facebook, Mobilize, HTML Code, WordPress, Action Network, EveryAction, NationBuilder, Salsa, Act Blue, Action Kit, NGP VAN, Megaphone, Measure Studio, Tubular, Sprout Social, Hootsuite, TweetDeck, Mobile Commons, CommandHub, and all things digital