



Caleb Williams

ABOUT

I am a digital media marketer and web developer, proficient in SEO, social media advertising and content creation. With the ability to generate a relevant online presence for any business.


PROFESSIONAL SKILLS


- SEO & Google Analytics
- Social Media Strategy
- Digital Marketing
- Web Development
- Social Media Ads
- Photography
- Layout Design
- Branding

SOFTWARE SKILLS

- WordPress
- Photoshop
- Illustrator
- Lightroom
- Premiere Pro
- AgoraPulse
- SEMrush
- Microsoft Office

CONTACT

 caleb@cbw.design

 407-620-7544

 www.cbw.design

SOCIAL

 @purpletrampoline

 /caleb.g.williams

 /caleb-williams15

WORK EXPERIENCE

CHURCH STREET ENTERTAINMENT / MARKETING DIRECTOR

2018 > CURRENT

Food and Beverage Group in Downtown Orlando
Social Media : Web Master : Organic SEO : Social Media Ads :
Content Creation : Operations : Photography : Email Marketing

- Impliment/Manage \$250,000 (+) of Social Ad Spends
- Developed Brands from Ground Up
- Content Creation - Photos/Videos/Graphics
- Customer Acquisition Campaigns Across All Digital Outlets

CBW DESIGN / DIGITAL MARKETING CONSULTANT

2016 > CURRENT

Web Master : Organic SEO : Social Media :
Content Creation : Reputation Management : Photography

- Kres Chophouse | Artisan's Table | Salt Creep Corals
- Winter Park Fish Company | Moe Harkless | Lord's Lawn
- Orlando Kidney Specialist | One Design Composites

SUNKEN BOOTY / OWNER & CEO

2012 > CURRENT

Web Master : Product Designer : Social Media : Facebook Ads
Content Creation : Reputation Management : Photography

EDUCATION

UNIVERSITY OF FLORIDA - MASTER'S DEGREE

- Master of Arts in Mass Communication - Digital Strategy
- Honor Society
- 4.0 GPA

UNIVERSITY OF CENTRAL FLORIDA - DUAL DEGREE

- Bachelors of Science in Business Administration - Marketing
- Bachelors of Arts in Visual Design - Web Design
- President's List Award
- Dean's List Award
- Achieving Top Search Engine Positions - Education Certificate