

JOSH WILLIAMS

joshwillphoto@gmail.com | (360) 460-4308
joshwilliamscreative.com

Relevant Experience

Assistant Director of Athletic Communications | Western Washington University
August 2019 - March 2025

- Developed the creative direction and execution of all visual and multimedia content for WWU Athletics, both digital and print formats.
- Created ~30-50 graphics/week to promote, recap and celebrate WWU's 15 DII programs.
- Created 100+ video projects for campus promotion and program recruiting efforts.
- Ran and maintained WWU Athletic's social channels. Increased Instagram reach metrics 170% from 2023 (132k) to 2024 (357k).
- Supported the Director of Communications in media relations and communication strategies to promote WWU Athletics through local, regional and national media outlets.
- Collaborated with external vendors when necessary to supplement the department's capabilities.
- Created and Managed Viking Creatives - a team of student-intern photographers and videographers to assist the department in capturing game day and marketing content.
- Maintained and archived all digital assets, including photographs and video.
- Assisted in maintaining the official Department of Athletics website (Sidearm).

Creative Producer & Marketing Specialist | Eastman Creative
Feb. 2017 - March 2019

- Led rebranding effort with a total overhaul of marketing material, both digital and print. Increased client bookings from ~15/week to ~25/week.
- Developed a new Eastman Creative video service, including training videographers and acting as primary video editor. Program dramatically expanded service offerings to meet client needs.
- Built new Eastman Creative website (Wordpress) leading to a 150% increase in bookings in the first two months.
- Delivered 4-5 shoots/day as a photo and video editor. Expanded team's capabilities and efficiency leading to increase in bookings.

Creative Specialist | The American School in Switzerland
Summer 2022, 2023 & 2024

- Captured and processed images in Collaboration with the TASIS marketing and communication teams for a variety of internal and external publications, both online and print.

Key Skills

- Experience in the fast-paced world of sports media
- Experience with marketing and branding athletics
- Strong understanding of media relations
- Excellent verbal and written communication skills
- Exceptional time management & attention to detail
- Asset management and file organization
- Adobe Creative Suite

Education

Masters of Architecture

Washington State University
August 2007 - December 2008

B.S. in Architectural Studies

Washington State University
August 2003 - May 2007