

JARED WILLIAMS

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EXPERIENCE

User Experience Researcher

Oracle

📅 2021 - Present

Exploring insights about users through a variety of methods including surveys, interviews, data analysis, usability studies, and ethnographic observation. Owning the research process from screening participants and defining test plans to analyzing data and synthesizing results.

Principal

Parish Consulting

📅 2021 - Present

Offering marketing communications consulting for clients focused on social impact. Leveraging organization goals to construct brand-aligned strategies and tactics from concept to execution.

Associate Director of Marketing Communications

The Archer School for Girls

📅 2020 - 2021

Drove organizational growth and long-term strategic planning, spearheaded comprehensive marketing communications growth strategies. Focused on driving key metrics and initiatives to ensure the success of inbound and outbound marketing campaigns. Developed and guided overall brand identity, awareness, and strategy.

Director of Marketing Communications

Teach For America

📅 2019 - 2020

Guided the success and tracking of integrated marketing communications strategies. Applied robust data analysis and partnered with national teams to evolve the participant experience.

- Designed an innovative, DEI-centered participant journey reimagining the corps member experience to increase applicant recruitment, engagement, and retention.
- Achieved a 180% increase in applicant interest in South Louisiana region through new applicant-centered outbound marketing strategies over 3 quarters vs. the entire previous year.

Manager of Regional Marketing Communications

Teach For America

📅 2018 - 2019

Increased audience engagement rates to 7% above industry average through new engagement strategies. Implemented new change strategies based on participant survey data. Provided strategic counsel to internal teams seeking to better engage donors, participants, alumni, and applicants. Led instructional design, session facilitation, and continuous improvement for DEI workshops developed from on participant satisfaction data.

- Augmented engagement on social media by 30% and earned media opportunities by 40%.

Manager of Foundations and Communications

Teach For America

📅 2015 - 2018

Shaped complex change strategies into compelling narratives and managed nonprofit foundation relationship strategy, which ultimately culminated in the region's first gala engaging over 300 supporters. Managed the acquisition of \$300,000 in revenue and guided the execution of DEI programs for more than 90 participants.

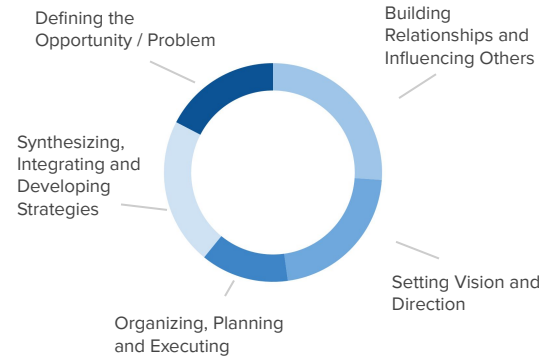
Junior Consultant

SSA Consultants

📅 2012 - 2015

Supported senior business consultants in the execution of projects for high-profile private and public sector clients.

COMPETENCIES



EDUCATION

MS, Strategic Marketing Communications

Fordham University

📅 2021

BA, Communications Studies

Louisiana State University

📅 2014

AFFILIATIONS

American Marketing Association

Alpha Sigma Nu Jesuit Honor Society

Beta Gamma Sigma Honor Society

Phi Kappa Phi Honor Society

PROFICIENCIES

Change Management

Data Analysis

Continuous Process Improvement

Strategic Marketing Communications

Diversity, Equity, and Inclusion

Problem Solving

Leadership Development

Project Management

Instructional Design and Facilitation