



**Director – Communications and Marketing**

**Holly Williams**

Clemson University

**Why are you interested in this Board position?**

I am interested in this Board position for a number of reasons. Firstly, though new to SoACE, I have served on the award nominations committee and learnt about what SoACE means, what it does and how I can support the excellent people we have within the organization, as well as bringing in new folks. I have been working as Social Media Chair for NACADA for roughly a year now and absolutely love the atmosphere garnered by these types of organizations, which is why I strive to get involved as much as possible. I have a passion for communication, which is what originally led me to accept the nomination for this position, and I enjoy finding innovative ways to market new and existing programming and incentives. In short, I am interested because I love to communicate with new people, I love connecting with people and connecting them to programs or other people who may be of interest to them.

**What qualifications do you have that would make you a strong fit for this Board position?**

I have worked within communications and marketing to some extent since I attended University from 2009, where I was Editor-in-Chief for the University's media programming, including a printed magazine, online magazine and YouTube TV. Since coming to America in 2014, I have held various communication-based positions at Clemson University, including Communications Manager for Registration Services, which involved managing email communications and strategy, creating promotional and educational materials for new technology, which I targeted to students, faculty and staff. I am Social Media co-Chair for our Staff Senate Communications Committee, which involves strategically planning and marketing events or programming to the entire Clemson University staff, and I serve in a number of external organizations. I currently serve as Social Media and Social Chair for NACADA's Veteran Advising Community, which includes planning socials for the National Conferences and keeping lines of communication open throughout the year. I have excellent communication skills and enjoy the challenge of finding new marketing techniques to target, and engage specific populations.

**What leadership roles have you held within SoACE and other similar organizations?**

I have yet to hold a leadership position within SoACE, though I have served on the award nominations committee this year.

For NACADA, I am on the Steering Board for the Veteran Advising Committee and serve as the Social Media and Social Chair for that organization. For NACADA, I engage in consistent social media communication and marketing of regional and national conferences within that platform. I encourage sharing of ideas and programming from their individual institutions, between members of our social media groups. I like to facilitate discussions within that platform too. I also host two social events at the national conference and look to hold coffee meetings during regional sessions. I am also American Ambassador to my University, which allows for mentoring and assistance between myself and any student or alumni of my University who may be interested in studying or working here in America.