

William Westerman

westerman.william@gmail.com • 2 Drexel Court, Boonton, NJ • (973) 653-6658 • <https://bit.ly/WestermanPortfolio> • <https://www.linkedin.com/in/williamwesterman/> • <https://willwesterman.com>

SUMMARY

Data-driven communications, social media, and marketing professional with over seven years of experience in public relations, brand development, strategic communications, and writing for international organizations and companies. Skilled at protecting and defining the voice and visuals for high-profile international brands. Experience managing multi-million-dollar communications campaigns with impressive results.

RELEVANT EXPERIENCE

Institute of International Education

New York, NY

Social Media & Communications Specialist

October 2021 – present

- Directs strategic communications initiatives to raise program visibility and showcase EducationUSA's impact through [five social media flagship accounts on Facebook, X \(Twitter\), Instagram, and LinkedIn](#) (740,000+ followers) and over 400 worldwide U.S. government stakeholders
 - During tenure: 420% increase in followers; 16.6% increase in engagement; 32.2% increase in shares; 1.4% increase in post impressions across accounts
- Developed brand strategy by creating comprehensive internal and external communications plans (55 pages), a social media design style guide (13 pages), topline messaging toolkits, and monthly newsletters (~2,500 subscribers)
- Co-managed \$10 million, multimedia “#StudyWithUS” global media marketing campaign with creative agency
- Advises over 500 education professionals and 4,000 higher education institutions through workshops and consultations on strategic communications, design, and social media best practices
- Monitors, analyses, and presents social media and communications metrics to U.S. Department of State partners

CERGE-EI Foundation

New York, NY

Writer and Communications Consultant

September 2021 – present

- Translates complex economic information into clear and engaging content through press releases, email newsletters, and marketing materials for employees and the public at The Center for Economic Research and Graduate Education, Economics Institute in Prague, Czech Republic
- Responsible for supporting, coaching, and providing constructive feedback to senior leaders and economists on communications and social media for events and digital content

Institute of International Education

New York, NY

Communications Officer, The Fulbright Program

September 2020 – October 2021

- Oversaw creation of high-quality communications materials, including blog posts, policy talking points, video scripts, presentations, and daily social media content for an audience of over 750,000
- Led multi-million dollar 75th anniversary campaign, researching and writing 12 monthly impact articles and 44 alumni bios on key government policy, and creating structure for 90-minute Kennedy Center gala event
- Pioneered thought leadership communications with executives and subject matter experts by creating nine “Fulbright Impact in the Field” panels (6,260 total registrants, ~3,000 YouTube views)

Institute of International Education

New York, NY

Communications Coordinator, The Fulbright Program

June 2019 – September 2020

- Enhanced communications efforts by writing and editing over 35 official Wordpress blog posts
- Tracked public sentiment and analyzed SEO via Sprout Social, Google Analytics, Meltwater, and Talkwalker
- Coordinated outreach efforts and logistics for more than 40 conferences

McCarter & English, LLP

Newark, NJ

Marketing Assistant

September 2015 – July 2016

- Drafted weekly newsletters, articles, and website copy to boost editorial output

- Pitched and managed media opportunities, building relationships with journalists while educating on the firm's values, skills, and collaboration benefits
- Prepared over 20 business proposals, including targeted research and analysis

Ringier AG

Lead Marketing Intern

Shanghai, China

May 2014 – July 2014

- Led the launch of “2014 Summer of Food” marketing campaign by managing three interns
- Strengthened local professional outreach by organizing six weekly expat networking events and analyzing attendance demographics

ADDITIONAL EXPERIENCE

Japan Exchange and Teaching (JET) Programme

Nanao City, Ishikawa Prefecture, Japan

Assistant Language Teacher

July 2016 – July 2018

- Liaised with Japanese government officials at education conferences and events
- Mentored Japanese teachers of English in pedagogy and Western cultural nuances across nine schools

EDUCATION

The College of New Jersey

Ewing, New Jersey

Bachelor of Arts in English

May 2015

Second self-designed major in Japanese Language/Linguistics

Magna Cum Laude, The Phi Beta Kappa Honor Society, Sigma Tau Delta Honor Society, Golden Key Honor Society

Christ Church College, University of Oxford

Oxford, United Kingdom

Visiting Student Programme

September 2013 – June 2014

Independent study in literature, Japanese linguistics, and Asian studies

SKILLS

TECHNICAL

Project management (Asana, Trello), Social media management (Sprout Social, Hootsuite, Meta Business Suite, Google Analytics), Design management (Adobe Creative Cloud Suite, Canva), Communications management (Meltwater, Talkwalker, Mailchimp)

PROFESSIONAL

External and internal communications, government affairs, social media content creation, email newsletters, editing, public relations, public affairs, media relations

HONORS AND AWARDS

IIE Team Member Special Contribution Award

August 2021