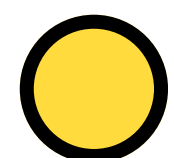


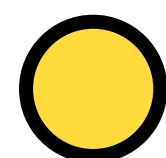


William

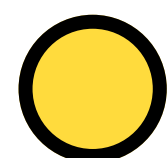
Westerman



Resume



Email



LinkedIn

Hello!

Thanks for connecting with me.

A strong writer with social media and design skills, I've created positive change for organizations in education, media, law, and government in North America, Europe, and East Asia.

Let's work together on strategic communications, brand protection, and storytelling.

WILLIAM



EDUCATION

THE COLLEGE OF NEW JERSEY

Bachelor of Arts
English, Japanese linguistics

- Magna Cum Laude
- The Phi Beta Kappa Honor Society

UNIVERSITY OF OXFORD

Christ Church College
Visiting Student Programme

- English, Japanese

SKILLS

Writing | Communications Strategy
Social Media | Visual Design
Brand Management



SOCIAL MEDIA IMPACT

**Engaging posts, blogs, infographics,
and video are some of the ways I
build dedicated audiences.**



STRATEGIC COMMUNICATIONS

**My incisive strategies have
supported high-profile brands and
helped them meet their goals.**



WORK SAMPLES

**Peruse a selection of projects in
writing, visual design, video, and
audio storytelling.**



TESTIMONIALS

**What good is work without great
colleagues? Here are a few nice
messages of support.**

**William's
Portfolio**

CONTENTS



SOCIAL MEDIA IMPACT

6 YEARS EXPERIENCE

I write, design, create strategy, and analyze data for social media.

Have I managed world-renowned brands? Created informative, fun content for more than one million sets of eyeballs? Navigated complex, matrixed international organizations? Why, yes!

“Thank you for all the amazing posts every week.

We are truly blessed to have a creative expert to run the social media content.”

EducationUSA Adviser

FEBRUARY 2025

EducationUSA

745,800+ followers

October 2021-Present



[Facebook](#) [X \(Twitter\)](#) [Instagram](#) [LinkedIn](#) [YouTube](#)

MY IMPACT

420% increase in followers; 16.6% increase in engagement
32.2% increase in shares; 1.4% increase in post impressions

The Fulbright Program

689,800+ followers

June 2019-September 2021



[Facebook](#) [X \(Twitter\)](#) [Instagram](#)

MY IMPACT

14.3% increase in followers; 199.4% increase in engagement
24.1% increase in shares; 2.3% increase in post impressions

Social Media
Impact

METRICS

"EDUCATIONUSA" SOCIAL MEDIA VISUAL RE-DESIGN

The challenge? The U.S. Department of State’s international student advising program, EducationUSA, maintains 430 advising centers in 175 countries and territories, with just as many social media accounts. Expansive brand guidelines and unclear guidance meant wildly different visual assets of varying quality.

My solution? Refining our visual guidelines. I prioritized two primary colors (white and black) and two patriotic accent colors (red and navy blue), replaced stock photos with high-quality assets from video shoots, and created a grid system and supplementary how-to guide to better support local creators.

The result? A high-contrast, fresh, and unified design concept, easily replicated by stakeholders of all professional backgrounds.

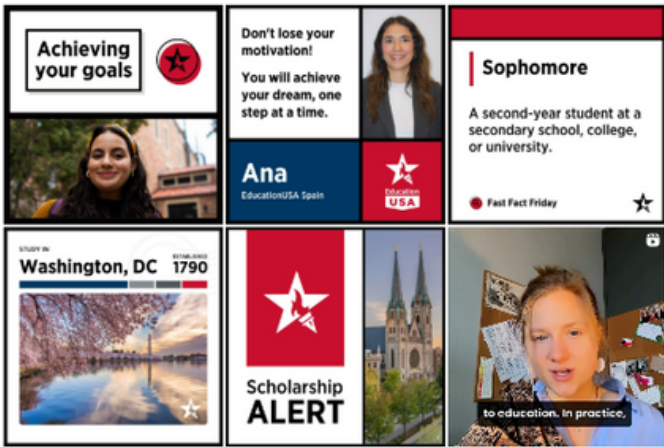
BEFORE



Instagram, July 2021

Average engagement rate: 3.27%
Post impressions: 152,208
Post reach: 141,391

AFTER



Instagram, July 2024

Average engagement rate: 4.42%
Post impressions: 168,081
Post reach: 147,446



"The feedback for the re-design has been very positive, from the advisers, the regional managers, and your colleagues at [the U.S. Department of State].

All have stated the excellence and impact."

Training Manager (Supervisor)
September 2024



SOCIAL MEDIA STRATEGY, GRAPHIC
DESIGN, CONSULTING, TRAINING

Social Media
Impact

CASE STUDY



STRATEGIC COMMUNICATIONS

7 YEARS EXPERIENCE

My communications campaigns have shaped narratives for international organizations, corporate firms, and high-profile government programs.

From pithy tweets to well-researched long-form articles, I take pride in creating the right narrative for the right audience.

**“William's
writing and
copyediting
is superb.”**

Assistant Director
Communications
OCTOBER 2020

FULBRIGHT PROGRAM 75TH ANNIVERSARY CAMPAIGN

The challenge? Create a 12-month, worldwide digital communications campaign celebrating 75 years of people-to-people exchange.

My solution? Leverage program archives, iconic alumni, and grantee submissions to create a campaign based on key areas of impact, while creating content in-house and managing a communications vendor.

The result? Twelve long-form articles, 48 alumni bios for a custom website and monthly newsletter, and a celebratory 90-minute Kennedy Center gala event.

ANNIVERSARY WEBSITE

January-August 2021

53,598 users

98.5% new visitor rate

Updated content attracted new audiences

111,910 page views

10,000-15,000 page views per month

69,165 sessions

Users returned to the site on a regular basis

1.62 pages per session

Users dove deeper into content

2:57 minutes average time on page

Above industry average of 62 seconds



Caption American soprano Renée Fleming hosts the Fulbright Program's 75th Anniversary Celebration in November 2021.



3,035

August 2021
Newsletter
Subscribers



1,894

January 2021
Newsletter
Subscribers



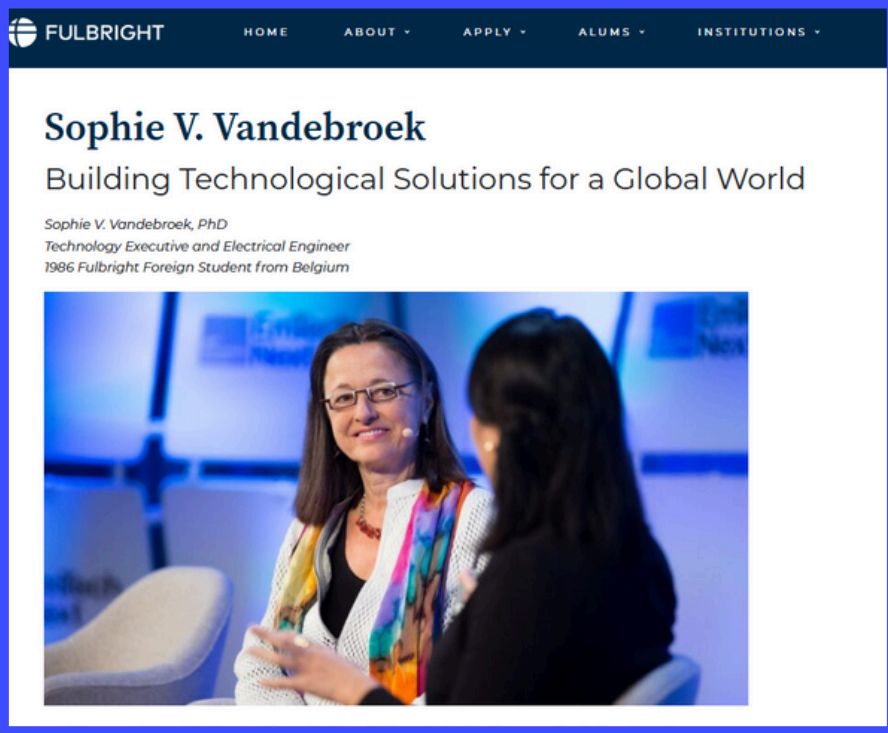
82+

Program
alumni
featured



27+

Partners and
stakeholders
engaged



"William has been the rock for the 75th Anniversary project."

His work was high quality and greatly appreciated by [the U.S. Department of State]. His commitment to completing his work and meeting deadlines was critical to a successful campaign."

**Senior Director
Outreach & Communications
October 2021**



**WRITING, COMMUNICATIONS
STRATEGY, PROJECT MANAGEMENT**

**Strategic
Communications**

CASE STUDY

Strategic Communications

CASE STUDY

Table of Contents

Overview
Evaluating Your Communications
Digital Housekeeping
Global Marketing Campaign

Strategic Messaging Priorities
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Global Marketing Campaign
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Student Account Overview
Accounts
Objectives
Style Guide
Sources

Student Account Calendar
January-December 2025

U.S. HEI Account Overview
Accounts
Objectives
Style Guide
Sources

U.S. Higher Education Calendar
January-December 2025



2025 Student Calendar

January 2025
Selected Holidays
1: New Year's Day, Global Family Day
7: I Am a Mentor Day
13: Stephen Foster Day
20: Martin Luther King, Jr. Day

Themes
Get Organized Month
International Creativity Month
National Hobby Month
National Mentoring Month

Weekly Features
Goal Setting for Year
Undergraduate Admission Basics
Finding a Mentor

February 2025
Selected Holidays
1: National Freedom Day
2: Groundhog Day
4: World Cancer Day
9: Super Bowl Sunday (U.S.)
14: Saint Patrick's Day
17: Valentine's Day
28: National Floral Design Day

Themes
Financial Aid Awareness Month
International Friendship Month
American Heart Month

Weekly Features
Graduate Admission Basics
Choosing the Right School
Re-Release "Community Colleges in the United States" Video

March 2025
Selected Holidays
1-7: Save Your Vision Week
14: National Butterflies Day
17: Saint Patrick's Day
18: National Agriculture Day
23: World Meteorological Day, National Puppy Day

Themes
National Nutrition Month
National Reading Month
International Ideas Month

Weekly Features
Study Skills for Standardized Tests
Virtual U.S. Campus Tours
Quarter 1 Check-In

TACTICAL COMMUNICATIONS GUIDE

2024, 55 pages

I pitched and created the first-ever comprehensive communications plan for EducationUSA, a U.S. government education program.

This guide provides topline messaging, a content calendar, and brand best practices to stakeholders at 400+ organizations in 175 countries.



BRANDING, EDITORIAL DESIGN, WRITING, STAKEHOLDER ENGAGEMENT, COMMUNICATIONS STRATEGY

SOCIAL MEDIA STYLE GUIDE

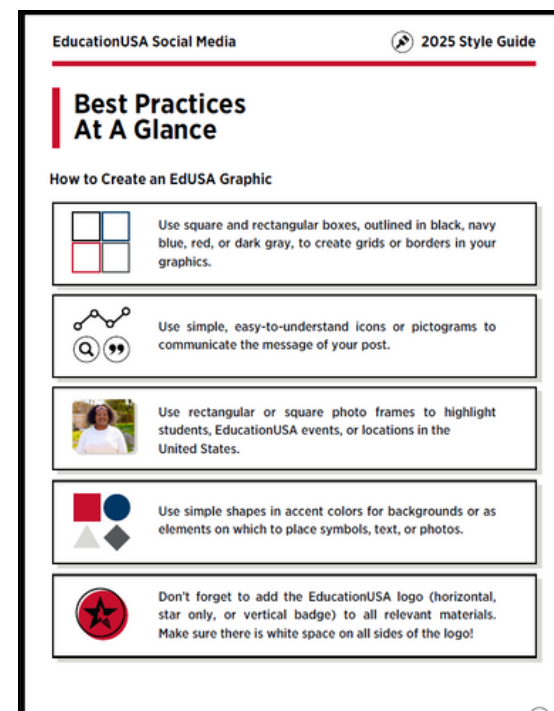
2025, 13 pages

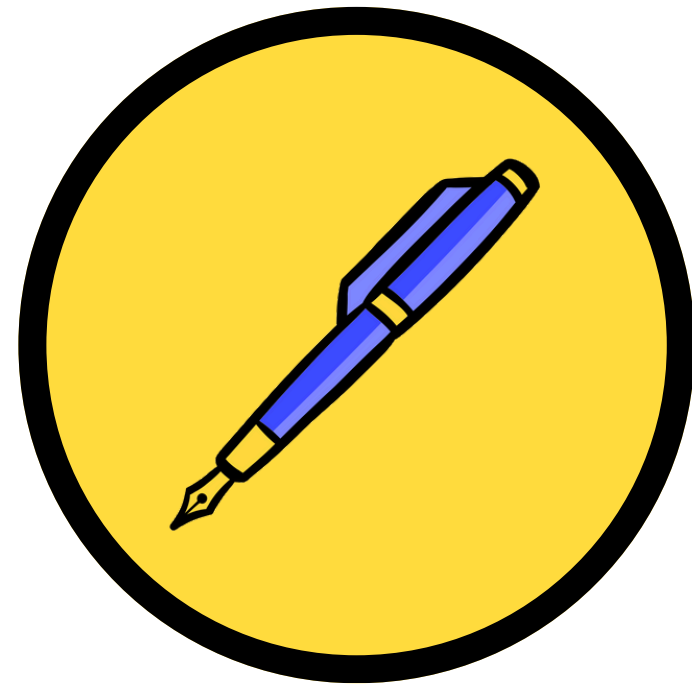
I pitched and created the first-ever comprehensive visual style guide for EducationUSA's worldwide social media footprint.

This resource guides appearance and practice, providing staff with easy-to-replicate graphics at 400+ organizations in 175 countries.



DESIGN, CONSULTING, TRAINING, COMMUNICATIONS STRATEGY
BRAND COMPLIANCE





WORK SAMPLES

LOOKING FOR SOMETHING ELSE?

Peruse a selection of my work to see my skills in action.

Formal writing? Social media infographics? Multi-stakeholder communications campaigns? I find a way to handle it all through writing, visual design, video, and audio storytelling.

"Please know that all of the directors you've been working with think you've been doing a terrific job and know about your hard work and professionalism."

**Senior Vice President
Director of Academic Relations
MARCH 2021**

ARTICLES



A Life-Long Campaign to Protect the Planet

Kathryn S. Fuller profile

April 2021

Pitched, worked with subject, wrote



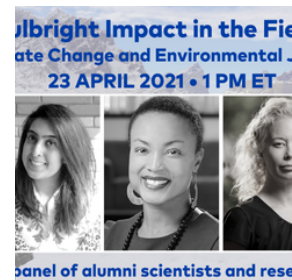
Fulbright Educators: Broadening Minds in the Classroom

Fulbright 75th Anniversary Impact Article

March 2021

Pitched, researched, wrote

BLOGS



"Fulbright Impact in the Field: Climate Change and Environmental Justice"

Fulbright U.S. Student Blog, 2021

Coordinated panel, wrote takeaway blog



"Learning to See Beyond What Meets the Eyes"

By Uyanga Erdenebold

Fulbright U.S. Student Blog, 2021

Solicited, edited, published

SOCIAL MEDIA

Sample Posts

Writes, designs, and posts content for 5-6 days per week



[Facebook](#)
[X \(Twitter\)](#)
[Instagram](#)
[LinkedIn](#)

Managed Accounts



EducationUSA

[Facebook \(Ages 13-30\)](#)

[Facebook \(U.S. Professionals\)](#)

[X \(Twitter\)](#)

[Instagram](#)

[LinkedIn](#)

[YouTube](#)

Former Accounts



The Fulbright Program

[Facebook](#)

[X \(Twitter\)](#)

[Instagram](#)

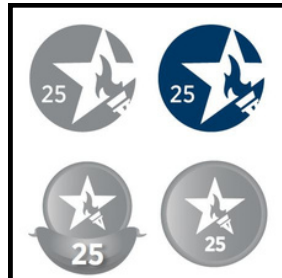
[LinkedIn](#)

[YouTube](#)

Work
Samples

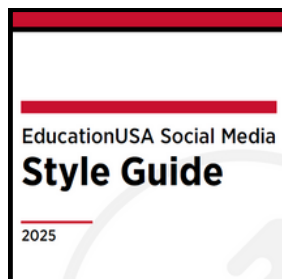
LINKS I

DESIGN



EducationUSA 25th Anniversary

Logo medallion redesign, 2023
Pitched, designed



Social Media Style Guide

"Best Practices At-A-Glance" excerpt, 2025
Pitched, designed

PODCASTING



Forever Online: Reaching Students on Their Terms

The EdGE Podcast episode, 2023
Pitched, wrote, produced



Straight From the Source: EducationUSA 101

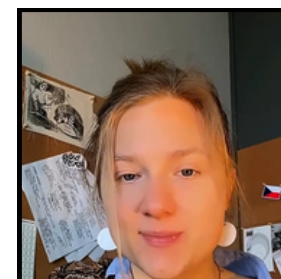
The EdGE Podcast episode, 2024
Pitched, wrote, produced

VIDEO



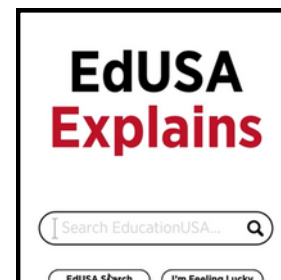
"Practical Training in the United States"

Promotional video, 2024
Co-conceived, posted, promoted



"Call from Magdalena"

Instagram Reel video, 2025
Conceived, created, posted



"EdUSA Explains" Search Engine

Instagram Reel video, 2025
Conceived, created, posted

VIRTUAL PANELS



"Fulbright Impact in the Field: 75 Years of Public Diplomacy"

Thought leadership alumni panel, 2021
Executive produced, coordinated

Work
Samples

LINKS II



TESTIMONIALS

THEY LIKE ME! THEY REALLY LIKE ME!

I've been fortunate to work with great colleagues and contribute to impactful programs and organizations.

From junior colleagues, to subject matter experts, to C-suite executives, my hard work and attention to detail have made me a dependable team player.

**"I enjoy
working
with you,
William."**

U.S. Department of State
Academic Exchange Specialist
APRIL 2021

"William raised the bar of the communications team to a new level.

Our navigation through COVID has been a challenge, but William has kept us in the loop [...] His research ability, writing, and communications instincts will pay dividends.

William is an excellent project manager, and efficiently keeps everyone up-to-date and on target with delivery dates."

Assistant Director, Communications

December 2020

"You are doing an excellent job with all of the assignments in your portfolio."

U.S. Department of State
Public Affairs Specialist

March 2021

**"Thanks so much, William.
This is EXCELLENT!"**

U.S. Department of State
Communications Officer

August 2024

"William, you are doing a fantastic job!

Thank you for all the extra effort you put into these projects we ask you to take on."

Senior Director
Outreach & Communications

August 2020

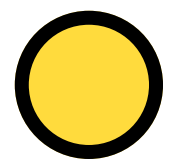
Testimonials

MESSAGES

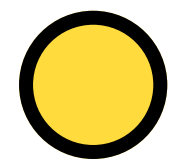


Now,

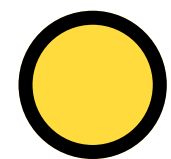
let's get to work!



Resume



Email



LinkedIn