

Bria Williams

blw8518@stern.nyu.edu | [LinkedIn](#)

Summary

Marketing student with 3 years of diverse experience in customer service, digital marketing, and entrepreneurship. Successfully increased digital engagement for multiple organizations, while showcasing strong organizational and project management skills. Adept in managing online content and implementing effective marketing strategies to enhance digital presence. Eager to leverage expertise in digital operations to support and optimize eCommerce initiatives.

Work Experience

Trader Joes

Crew Member

Jan 2021 - Aug 2023

- Ensured the store was fully stocked by managing inventory levels and placing accurate orders, showcasing strong organizational and data management skills.
- Provided exceptional customer service, anticipating customer needs and resolving issues promptly, enhancing customer satisfaction.
- Collaborated with team members to optimize store layout and product placement, contributing to an increase in sales.

Cohen & Wolf P.C.

Intern

Oct 2022 - Jun 2023

- Managed online content for the firm with the marketing coordinator, improving the firm's digital presence and engagement.
- Provided administrative support, including scheduling meetings, organizing files, preparing memos, along with reception work; ensuring smooth office operations.
- Assisted in compiling competitive analyses on industry best-practices in the digital space and product offerings, leveraging strong research and presentation skills.
- Utilized Microsoft Office tools to assist the team in preparing market and content strategies for digital platforms.

Koskoff Koskoff & Bieder

Intern

Nov 2021 - Nov 2022

- Monitored deadlines for filing documents related to court proceedings or other legal actions. Developed strong working relationships with attorneys, clients and other legal professionals.
- Demonstrated excellent organizational skills while managing multiple projects simultaneously under tight deadlines.

Bria Beauty

CEO & Founder

Aug 2020 - Aug 2021

- Founded Bria Beauty, a makeup cosmetics startup. Developed strong entrepreneurial and leadership skills while managing all aspects of the business.
- Designed brand identity, including logo creation and printing. Successfully coordinated with manufacturers, fulfilled orders, and managed inventory.
- Implemented strategic social media campaigns resulting in a 32% sales increase.
- Utilized platforms like WordPress and Wix to optimize website SEO and drive online growth.

Volunteer Work

Learn to Be

Lead Tutor

June 2020 - July 2023

- Partnered with parents and teachers to identify and address students' unique learning needs.
- Designed and implemented engaging educational activities, including interactive videos and quiz games, to enhance student focus.
- Developed customized lesson materials to boost memory retention and comprehension in English and Science for K-6th grade students.
- Maintained detailed records of student progress to inform reporting and feedback.

Education

New York University Stern School of Business

September 2023 – May 2027

B.S, Marketing

Minor: Business, Entertainment, Media, & Technology

Scholarships: Recipient of the Stern Breakthrough Scholarship, awarded for academic excellence and leadership potential.