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AUTUMN ROSE WILLIAMS

PROFESSIONAL SUMMARY

Communications leader with over 8 years of experience developing messaging, guiding content teams, and supporting community-rooted storytelling for Indigenous-serving organizations, Tribal governments, and federal partners. Brings a culturally grounded approach, strong writing and editing skills, and experience managing multi-platform storytelling. Currently completing a master's in strategic communication to advance skills in digital media and impact-driven communication.

PROFESSIONAL EXPERIENCE

GRADUATE ASSISTANT **Aug 2025 - Present**
Arizona State University ***Phoenix, AZ***

- Support faculty research in strategic communication by organizing data and synthesizing research.
- Assist in grading and instructional support for graduate research methods, ensuring clarity and consistency.
- Conduct brand identity audits for ICT/IndiJ Public Media, analyzing messaging and digital presence.
- Compile audience insights to enhance understanding of engagement trends and communication opportunities.
- Manage project documentation and provide administrative support for smooth execution of initiatives.

CO-FACILITATOR - SEASONAL **Jun 2025 - Aug 2025**
Louis August Jonas Foundation ***Rhinebeck, NY***

- Co-led virtual leadership programs for international youth, enhancing ethical leadership skills.
- Designed and delivered intensive workshops on public speaking, adapting to diverse learning styles.
- Collaborated with staff to implement equity-centered curriculum, fostering inclusive environments.
- Mentored youth leaders, facilitating sessions and supporting dynamics in multilingual settings.
- Managed program logistics and participant engagement using digital tools, ensuring smooth operations.

CLIENT SERVICES MANAGER **Aug 2024 - Jul 2025**
Agency MABU ***Bismark, ND***

- Delivered strategic communications, project management, and marketing support for Tribal and nonprofit clients.
- Identified and elevated client stories across platforms through culturally grounded content development.
- Supported the Native American Development Center in executing its inaugural TribalEcon Summit, ensuring clear and cohesive event communications.
- Secured interviews with Tribal leadership for the Indigenous People in the Capitol project in partnership with the Architects of the Capitol.

PR AND MEDIA COORDINATOR FOR INDIGENOUS PEOPLES DAY **Jul 2023 - Oct 2023**
Cahokia: SocialTech + ArtSpace ***Phoenix, AZ***

- Reviewed and implemented communication plans supporting Cahokia's Indigenous Peoples Day Phx Fest.
- Developed and executed consistent messaging strategies for social media channels by creating a content calendar.
- Monitored news media mentions and updated website with new article links.
- Planned media tent/press conference for day-of, on-site media relations coordination.
- Provided weekly reports to Indigenous Peoples Day Event Coordinator and Cahokia co-owners.

MULTICULTURAL COMMUNICATIONS SPECIALIST **Feb 2022 - Nov 2022**
ICF Next ***Rockville, MD***

- Provided professional experience in digital communications, public relations, writing for diverse audiences, and social media content creation and analytics.
- Supported campaigns with the CDC, NIH, OMH, and other federal agencies.
- Provided audience-focused communication planning and support to better connect with project demographics.
- Engaged community influencers to better understand barriers and potential opportunities on participating projects.

COMMUNICATIONS COORDINATOR **Mar 2020 - Oct 2021**
Administration for Native Americans ***Washington, D.C.***

- Led all external outreach for ANA, shaping communications that strengthened visibility of federal resources for Native communities.
- Tailored messaging and graphic design for the Missing and Murdered Indigenous Peoples (MMIP) Workbook, ensuring culturally grounded visuals and accessible language for Tribal nations.
- Served as a liaison with Tribal leaders, gathering testimonials and impact stories highlighting how ANA language grant funding supported revitalization and preservation efforts.
- Drafted statements, press releases, talking points, and blog articles for the Commissioner, aligning content with ANA's mission and federal priorities.
- Designed communication materials for national Native language conferences, webinars, and digital campaigns.
- Managed ANA social media accounts, developing content that elevated grant opportunities, webinars, Tribal consultations, and success stories in Indigenous leadership.
- Coordinated cross-team outreach strategies and collaborated with federal partners to clearly communicate government programs available to Tribal communities.

COMMUNICATION DIRECTOR **Jul 2019 - Jun 2020**
Shinnecock Nation ***Southampton, NY***

- Served as the primary media contact for the Shinnecock Nation, ensuring accurate and culturally grounded representation in local and regional news.
- Acted as a liaison between the Council of Trustees and the community, supporting clear and consistent communication.
- Led community-wide surveys to determine communication needs and preferences, using insights to improve outreach strategies.
- Designed and developed the Nation's website to better highlight Shinnecock history, initiatives, and community resources.
- Collaborated with media outlets to correct inaccuracies and uplift Shinnecock stories in ways that honored community values.
- Developed graphic standards that strengthened the Nation's visual identity and aligned messaging across platforms.

EDUCATION

MASTER OF ARTS IN STRATEGIC COMMUNICATION **Aug 2025 - Present**
Arizona State University – Walter Cronkite School of Journalism & Mass Communication ***Phoenix, AZ***

BACHELOR OF SCIENCE IN MASS COMMUNICATIONS WITH A MINOR IN BUSINESS **Aug 2012 - May 2016**
Virginia Commonwealth University ***Richmond, VA***

HUBSPOT INBOUND MARKETING CERTIFICATION
HubSpot Academy, 2025

LEADERSHIP

MOTIVATIONAL SPEAKER
Keppler Speakers

National motivational speaker presenting on Afro-Indigenous culture, body positivity, mental health, and empowerment for 100+ organizations and campuses, including American University, Google's Leadership Symposium, and the Mental Health America Conference.

LEADERSHIP ACADEMY COHORT
Arizona State University, American Indian Policy Institute

Completed a leadership program focused on policy and advocacy for Indigenous communities.

MISS NAIVE AMERICAN USA 2017-2018
Miss Native American USA Organization

Miss Native American USA titleholder advocating for Indigenous communities through national outreach and public speaking.