

AUTUMN ROSE WILLIAMS

Strategic communications professional and business storyteller with 8+ years of experience translating complex initiatives, community priorities, and organizational goals into clear, compelling narratives that drive engagement and action. Proven ability to partner with leadership, build stakeholder relationships, and develop multi-channel communications strategies that support organizational outcomes. Currently pursuing a Master's in Strategic Communication with a focus on digital strategy and audience engagement.

PROFESSIONAL EXPERIENCE

GRADUATE ASSISTANT

ASU Thunderbird for Good

May 2026 – Present

Phoenix, AZ

- ◆ Manage digital marketing and audience engagement initiatives for DreamCatcher programs serving Indigenous women entrepreneurs
- ◆ Assist with event planning, program logistics, and community outreach efforts to increase participation and program visibility
- ◆ Support media outreach and communications efforts designed to increase awareness of entrepreneurship resources and opportunities
- ◆ Digitize and analyze program survey data to identify trends, strengthen reporting, and support program improvement efforts
- ◆ Collaborate across teams to organize program materials, maintain documentation, and support day-to-day communications activities

GRADUATE ASSISTANT

ICT & IndiJ Public Media

Aug 2025 – May 2026

Phoenix, AZ

- ◆ Audited brand identity and digital presence to find audience engagement gaps and messaging fixes
- ◆ Compiled audience insights and engagement data to inform digital growth plans and content choices
- ◆ Supported LinkedIn content strategy and audience development to raise digital visibility
- ◆ Managed project documents and admin workflows to keep cross-functional projects on track

CO-FACILITATOR - SEASONAL

Louis August Jonas Foundation

Jun 2025 – Aug 2025

Rhinebeck, NY

- ◆ Co-led virtual leadership programs for international youth from diverse cultures and regions
- ◆ Designed and taught workshops on communication, storytelling, and public speaking to improve audience engagement
- ◆ Led discussions and kept participants engaged in multilingual sessions to create inclusive learning
- ◆ Worked with cross-functional teams to build equity-centered programming and support program delivery
- ◆ Managed program logistics and participant communications to keep virtual sessions running smoothly

CLIENT SERVICES MANAGER

Agency MABU

Aug 2024 – Jul 2025

Bismark, ND

- ◆ Advised clients on turning business goals and complex programs into clear audience plans
- ◆ Created storytelling plans that turned technical topics into engaging digital, media, and stakeholder content
- ◆ Directed messaging for multi-stakeholder initiatives so teams shared one clear, consistent story
- ◆ Booked Tribal leaders for the Indigenous People in the Capitol project with the Architect of the Capitol to ensure authentic representation
- ◆ Managed multiple client projects at once, working across teams to deliver communications tied to organizational goals

PR AND MEDIA COORDINATOR FOR INDIGENOUS PEOPLES DAY

Cabokia: SocialTech + ArtSpace

Jul 2023 – Oct 2023

Phoenix, AZ

- ◆ Supported communications and messaging for Indigenous Peoples Day PHX Fest to boost audience engagement
- ◆ Wrote and scheduled content across digital channels and tracked media coverage; updated the website
- ◆ Coordinated press logistics and handled media relations and on-site communications for events
- ◆ Prepared communications reports and worked with leadership to execute the campaign

MULTICULTURAL COMMUNICATIONS SPECIALIST

ICF Next

Feb 2022 – Nov 2022

Rockville, MD

- ◆ Supported digital communications, PR, and audience engagement for federal health campaigns serving diverse communities
- ◆ Contributed to communications for federal partners including CDC, NIH, and the Office of Minority Health

- ♦ Developed audience-focused strategies and culturally responsive messaging to boost community awareness
- ♦ Collaborated with community influencers and stakeholders to identify barriers and improve outreach
- ♦ Created culturally tailored communication tools and content to increase accessibility and connection

COMMUNICATIONS COORDINATOR

Administration for Native Americans

Mar 2020 – Oct 2021

Washington, D.C.

- ♦ Led external communications efforts designed to strengthen visibility and awareness of federal resources available to Tribal communities
- ♦ Developed culturally grounded messaging and visual communications for national initiatives, including the Missing and Murdered Indigenous Peoples (MMIP) Community Response Workbook
- ♦ Partnered with Tribal leadership, federal partners, and external stakeholders to gather insights and shape narratives reflecting community priorities and program impact
- ♦ Developed executive communications including statements, talking points, strategic messaging, and outreach materials aligned with organizational priorities
- ♦ Managed social media content and digital communications promoting grant opportunities, Tribal consultations, webinars, conferences, and community success stories
- ♦ Coordinated cross-functional outreach strategies and communications efforts to improve understanding of federal programs available to Native communities

COMMUNICATION DIRECTOR

Shinnecock Nation

Jul 2019 – Jun 2020

Southampton, NY

- ♦ Served as the Nation's main media contact, ensuring culturally grounded representation in regional coverage
- ♦ Acted as liaison between Tribal leadership and community members, improving communication with the Council of Trustees
- ♦ Led community surveys and outreach to identify communication needs and shape Tribal strategies
- ♦ Improved internal communication processes so staff and community got timely information
- ♦ Designed and built the Nation's website to showcase Tribal history, programs, initiatives, and resources
- ♦ Worked with media outlets to correct inaccuracies and protect authentic Shinnecock stories and perspectives
- ♦ Created visual identity standards and materials to keep messaging consistent across platforms

EDUCATION

MASTER OF ARTS IN STRATEGIC COMMUNICATION

Arizona State University – Walter Cronkite School of Journalism & Mass Communication

Aug 2025 – Present

Phoenix, AZ

BACHELOR OF SCIENCE IN MASS COMMUNICATIONS, MINOR IN BUSINESS

Virginia Commonwealth University

Aug 2012 – May 2016

Richmond, VA

HUBSPOT INBOUND MARKETING CERTIFICATION

HubSpot Academy

Sep 2025 – Oct 2027

SOCIAL MEDIA CERTIFICATION

HubSpot Academy

Feb 2026 – Mar 2028

GOOGLE ADS - MEASUREMENT CERTIFICATION

Google

Apr 2026 – Apr 2027

GOOGLE ADS - SEARCH CERTIFICATION

Google

Apr 2026 – Apr 2027

GOOGLE ANALYTICS CERTIFICATION

Google

May 2026 – May 2027

LEADERSHIP

PROFESSIONAL SPEAKER

Keppler Speakers

LEADERSHIP ACADEMY COHORT

Arizona State University, American Indian Policy Institute

MISS NAIVE AMERICAN USA 2017-2018

Miss Native American USA Organization