**Ethan Michai Williamson**

Washington, D.C.

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**EDUCATION**

**Howard University Washington, D.C.** Expected B.B.A. in International Business with concentration in Entrepreneurship

**Cumulative GPA**: 3.0

**Expected Graduation:** May 2024

**INTERNSHIP**

**DECIEM | The Ordinary New York, New York**

*Global Brand Management Intern May 2023 – August 2023*

* Spearheaded the development of three comprehensive asset management spreadsheets, streamlining the organization and accessibility of critical brand resources.
* Conceptualized, designed, and presented a dynamic campaign idea and accompanying deck, showcasing a keen understanding of campaign strategy, messaging, and activations, resulting in a well-received proposal.
* Demonstrated exceptional cross-functional communication skills by liaising with various departments and stakeholders, ensuring seamless execution of brand initiatives and projects.
* Conducted in-depth analysis of social media trends, producing weekly reports that identified competitor strategies and provided actionable insights for enhancing audience engagement and brand differentiation.

**WORK EXPERIENCE**

**Kroger Co. San Pedro, California**

*Click List Associate October 2020-August 2021*

* Assembled, processed, and delivered 1,500+ on-line customer orders.
* Performed managerial duties including; Opening, closing, team leading, and shift scheduling.

**Boy’s and Girl’s Club of the Los Angeles Harbor**  **San Pedro, California** *Stem Coordinator* *November 2018 – August 2019*

* Planned and organized 7 weeks of STEM related lessons and activities
* Educated youth ages 6-12 through fun and enriching STEM related activities.
* Prepared and served meals to over 500 summer camp attendees daily.

**LEADERSHIP**

**Howard University Entrepreneurial Society Washington, D.C.** *Special Projects Chair September 2023 - Present*

* Currently responsible for the coordination of special initiatives and projects relating to campus outreach and student engagement. Directing the supervision of project planning, execution, and successful delivery while actively collaborating with cross-functional teams to accomplish overarching objectives

**SKILLS**

* **Computer**: Proficient in Microsoft Office & G Suite
* **Social:** Experienced in team building, leading, and conflict resolution
* **Social Media:** Adept in researching, and creating post on social channels: Instagram, Twitter, TikTok
* **Other:** Cross Functional Communication skills, Executive skills, and Event planning

**INTERESTS**

**Varsity Team** *Clothing Brand*  *EST.2022* VarsityTeam, my Luxury Streetwear brand, embodies values of Hard Work, Resilience, and Ethical Morality, generating an initial revenue of $500 with the debut collection, aiming to inspire a gritty yet intellectually-driven mindset for ambitious and successful living.

**AWARDS**

**Steve Madden Excellence in Retail Award** *May 2023*  "In May, I completed the four-week 'Dreams to Dollars' program, gaining valuable insights into transforming entrepreneurial ideas into viable businesses. Subsequently, I clinched the Excellence in Retail award at the HU x PNC x Steve Madden Pitch competition with my clothing brand."