

SHAY ALEXI STEWART-WILLIS

Communications Director, Storyteller, Full Stack Digital Marketer

shayastewart@gmail.com • shayalexi.com • Atlanta, GA

Skills:

Digital Marketing • Brand Strategy • Copywriting • SEO Optimization • Graphic Design • Video Editing
Adobe Photoshop • Wordpress • Google Analytics • Constant Contact • Hootsuite • Canva

Experience:

THE UNITARIAN UNIVERSALIST CONGREGATION OF ATLANTA 2021-ongoing

Director of Communications

- Manage high level strategy to deepen engagement and grow membership.
 - Increased membership by 12% in 2023.
 - 66% of new visitors indicate deciding to attend due to web presence.
- Execute website redesign and regular SEO auditing.
 - Increased organic search traffic by 11% in 2023.
- Design digital storytelling content to engage new audiences.
 - Increased social media following by 12% across platforms in 2023.
- Supervise and oversee the creation of weekly email newsletter with an average open rate of 53%.

Freelance Writer and Communications Consultant

2018-ongoing

- Collaborate with clients to clarify their vision and produce mission-driven copy and graphics that capture their brand. (Website copy, logo design, social media posts, etc.)
- Design and build websites that establish branding and achieve client sales objectives.
- Teach and design workshops on effective written, verbal, and socioemotional communication.
- Produce creative writing and digital content that effectively communicates artistic intentions. Videos of creative work have garnered over 1 million views.

ATLANTA HISTORY CENTER

2018-2020

Content Writer and Theatre Educator

- Spearhead educational content writing, capturing institutional branding and distilling complex information into clear, accessible takeaways.
- Produce and design videos and graphics to generate exhibit engagement.
- Lead a team of copywriters through creative and editing processes.

MARIETTA'S NEW THEATRE IN THE SQUARE

2016-2017

Marketing Associate

- Collaborate with Artistic Director to capture organizational mission in establishing branding resources (boilerplate, style guide, website, etc).
- Strategize customized production promotion through audience analytics.
- Manage and maintain cross-platform content calendars and WordPress website.

Education and Certificates:

M.S. Candidate in Strategic Communications

Agnes Scott College, graduating May 2025

Night school program, does not conflict with employment

Certified Digital Marketing Professional

American Marketing Association, 2021

B.F.A. in Theatre

Ball State University, 2016

Summa Cum Laude, Provost's Prize, Honors College