

SHAY ALEXI STEWART-WILLIS

Digital Storyteller | Writer | Graphic Designer | Creative Communications Specialist
shayastewart@gmail.com • shayalexi.com • Atlanta,GA

Skills:

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

Experience:

THE UNITARIAN UNIVERSALIST SERVICE COMMITTEE | *2024-present*

Content Creator

- Serve as primary content generator for website and socials; assess content strengths and areas of growth.
- Write blog posts, design infographics, create illustrations, and produce videos that capture the mission of UUSC and partners.
- Oversee and manage communications editorial calendar and related projects, including blog content, flagging areas for content creation and ensuring advanced planning.
- Develop accessible messaging for UUSC's theory of transformation, vision, global solidarity priorities, and other high-level institutional concepts.

FREELANCE GRAPHIC DESIGNER AND COMMUNICATIONS CONSULTANT | *2018-present*

- Produce mission-driven copy and graphics that capture client's brand.
- Collaborate with clients to specify their vision
- 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.

THE UNITARIAN UNIVERSALIST CONGREGATION OF ATLANTA | *2021-2024*

Director of Communications

- Manage high level strategy to deepen engagement and grow membership.
 - Increased membership by 12% in 2023.
 - 66% of new visitors indicated 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 weekly email newsletter with an average open rate of 53%.

ATLANTA HISTORY CENTER | *2018-2020*

Content Creator 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.

Education and Certificates:

M.S., Strategic Communications
Agnes Scott College, May 2025
Recipient of the Linda Lentz Hubert Grant

B.F.A., Theatre
Ball State University, May 2016
Summa Cum Laude, Provost's Prize