

Alexis D. Williams

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Experienced digital content producer and community builder skilled in leveraging social media and digital platforms to foster engagement and advocacy. Developed a website using HTML, JS and CSS, PB-Resources, which serves over 2 million users by providing actionable social justice resources. Expert in social media growth, engagement, and trend analysis, with a strong focus on fostering inclusive, audience-first online communities.

EXPERIENCE

[NYC Mayor's Office](#) New York — Deputy Press Secretary of Culture Partnerships and Black Media

January 2026 - Present, Full-time

Leading data-driven communications strategy at scale, building and managing a creator and new media network with ~1B monthly reach to amplify policy announcements and shape public narrative. Designed and implemented internal analytics systems to track media, optimize content performance, and drive strategic decision-making in real time, bridging communications, technology, and audience growth.

[Impact Media](#) New York — Producer

August 2024 - August 2025, Contract

Developed and executed video content and digital engagement strategies for a young, socially-conscious audience, emphasizing impactful, pop culture-relevant stories. Drove creative content strategy and execution, mainly on Instagram, using trend-driven, interactive posts to boost community interaction. Actively engaged with and responded to audience feedback, personalizing Impact Media's mission for followers.

[Kode With Klossy](#) New York — Content and Community Sr. Manager

August 2022 - August 2025, Full-time

Drove a record-breaking social media campaign for Kode With Klossy, boosting engagement by 200% and achieving the organization's highest organic reach. Managed social media operations and developed strategies, including an ambassador program, that fostered a vibrant online community and increased brand interaction. Built and maintained a custom Python/API CRM, enhancing alumni relations and enabling data-driven decisions for effective community engagement scaling.

EDUCATION

New York University, NY — [Integrated Design & Media](#) B.S., [Creative Writing](#) Minor

PROJECTS

[Creators for Zohran](#) — Co-Founder

[@alexisdenisew](#) - Creator (1M+ Avg. Monthly Reach)

SKILLS

[Digital] Media Literacy: Social Media Management, Trend Analysis, Content Creation, Tracking Growth

Community Building: Growth and Outreach Initiatives, Community Event Planning, Brand Voice Consistency, Content Moderation, Audience Retention Strategies

Video, Graphics and Audio: Adobe Suite, Reaper, Session Recording, Audio Mixing, Hardware Equipment

Writing: Journalism, Copywriting, Research, Editing

Programming: Swift, Ruby, Python, HTML/ CSS, JS, Java, PHP

APIs and Libraries: Processing, A-Frame, Arduino, Bootstrap, JQuery

RECOGNITION

Some Questions, Then a Selfie: Mayor Mamdani Meets the (Creator) Press - [The New York Times](#)

Black Creators to Put on Your Radar - [Essence](#)

Alexis Williams Is Conquering the World One Step at a Time - [Cosmopolitan](#)

Beyond NYU: From coding websites to creating wearable tech - [WSN](#)

Alexis Williams is fighting white supremacy through coding - [Document Journal](#)