

Marcus Anthony Williams

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EDUCATION

University of Southern California: School of Cinematic Arts & Marshall School of Business

Class of 2023

Major: John H. Mitchell Business of Cinematic Arts Program

PROFESSIONAL EXPERIENCE

Futurlogic

Creative Direction Assistant

September 2020 — Present

Los Angeles, CA

- I operate in direct assistance of CEO Jon Cropper, who was most recently Head of Global Real Estate, Aviation & Marine Partnerships for Aston Martin Lagonda. I assist in confidential meetings with high end clientele, research creative innovations, graphic design, and content development
- I helped design and creative direct new branding concepts for Scott Kelly (NASA), the Concept Club (apparel) & WHITEOPS (cyber security)
- I played a key role in the development of new startups (the frontier atelier, 1week startup) with Jon & former CMO of Rolls Royce, Sabine Brown

Hearst

Freelance Creative Director

June 2020 — Present

Los Angeles, CA

- I participated in the summer 2020 Fellows program as a creative digital marketing & acquisitions intern. I excelled in video production, music production, content creation and graphic design for Hearst and, as a result, was offered an extension as a freelance creative director
- I produced the official song for Hearst.com and was selected to create a day in the life video to represent the entire program
- I also assisted the former CEO of Hearst's Magazine Division, David Carey in the creative direction of a new educational startup

Gucci

Intern

June 2020 — Present

Los Angeles, CA

- I was 1 of 20 students selected as a member of the inaugural Gucci Changemakers program
- Over the course of six weeks, I received an in-depth overview of the luxury brand and was introduced to the high level executives of every department from merchandising to media/digital marketing to VIP/Celebrity relations
- During the program, we were split into two teams and tasked with answering a question. I led the team in creative direction and was responsible for the design of the final presentation as well as directing, filming, and producing the auditory/visual experience that would accompany our final deck

Jimmy Choo

Stock Associate

July 2022

Los Angeles, CA

- Responsible for maintaining products for clients and staff and providing those clients with any assistance as needed during the sales process. Additionally, I helped develop and maintain positive customer relationships to ensure high quality service.

IMG

A+C Film Intern

June 2022

New York, NY

- Art + Commerce is committed to extending the cultural currency of new and historically significant photographs. The Image Archive licenses images by photographers currently represented for assignment as well as from important estates and foundations. Projects include commercial, editorial, exhibition and product collaborations.

Maison Margiela

Sales Support Associate

May 2022 — June 2022

Los Angeles, CA

- Responsible for selling products to customers and providing those customers with any assistance as needed during the sales process. Additionally, I helped develop and maintain positive customer relationships to ensure high quality service.

Dior

Visual Merchandising Specialist

May 2022 — June 2022

Los Angeles, CA

- Responsible for communicating visual presentation direction and standards in Dior retail locations within the Boutique. I worked in close relationship with Corporate and in-store teams to upkeep visuals standards and report back to senior management.

USC Iovine & Young Academy

Career Development Intern

August 2019 — May 2020

Los Angeles, CA

- Designed and created career development marketing materials, event flyers, and newsletters
- Curated and posted jobs & internships on IYA Industry Connect
- Maintained updated records of external relations staff members, recruiters, and industry contacts
- Assisted in the logistics and program planning of Jimmy Iovine and Dr. Dre's Silicon Valley Career Trek

Liberty Fashion & Lifestyle Fairs

Production Intern

August 2019

Las Vegas, NV

- Worked directly under Chief of People & Culture at KITH, Sharifa Murdock at the Liberty Fashion & Agenda show in Las Vegas
- Helped the production team with customer service, set design, buyer and exhibitor assistance, and met with various high profile designers and sales personnel within the fashion industry

Loma Vista Recordings

A&R & Marketing Intern

May 2019 — August 2019

Beverly Hills, CA

- Developed and broadened my music industry knowledge under the tutelage and direct assistance of, former CEO of Warner Bros. Music and Co-Founder of Interscope Records, Tom Whalley
- Participated within industry meetings, designed fan packages for our artists, researched artist's social media accounts, handled merchandise, and utilized Excel to ship out important utilities for the artists on tour
- Analyzed streaming playlists on platforms such as Apple Music, Spotify, and Tidal

Chanel

March 2019 — April 2019

Retail Associate

Beverly Hills, CA

- Worked alongside designers and associates for the Pharrell Williams X Chanel Capsule at the Robertson location
- Answered questions about the capsule, entertained clients, and helped high profile clients understand the collection's different handbags, hoodies, short sleeves, long sleeves, and footwear

TECHNICAL SKILLS

- Microsoft Excel, Microsoft Word, & Microsoft Powerpoint
- Adobe Photoshop, Adobe Illustrator, & Adobe Premiere
- Logic Pro X, Final Cut Pro, iMovie, Instagram, Twitter, Facebook, Snapchat, Constant Contact, MailChimp, & Tumblr