

# SAMANTHA WILLIAMS, MBA

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Nationality: USA  
Location: Milano



**Six years' experience** as coordinator with focus on **Diversity, Equity and Inclusion** through **Project Management, Communication, Digital Transformation, Change Management, and Policies and Procedures**. **Two years in Italy** developing a local DEI network. With dual passions for **cultivating relationships** and ensuring **value creation**, internally and externally. **Innovative and impactful approach and initiatives** to enhance and achieve a harmonious **strategy and vision**. **Traveled to 25 countries** or territories.

## PROFESSIONAL EXPERIENCE

### **PRYSMIAN GROUP**

**April 2021 – present**

#### **Internal Comms Specialist | Diversity & Inclusion Jr. Specialist**

- Execution of first-ever global digital Inclusion Week with 56 speakers and 120 global events
- Coordination and alignment of 50+ Comms colleagues worldwide
- Creation, coordination and launch of DEI Digital Learnings and live digital workshops at Local and Group level
- Managing Announcement board with 75 local publishers promoting inclusion of non-desk workers and non-English speakers
- Final editing and approval of materials and communications to ensure use inclusive language and images
- Development of DEI initiatives: ERGs, People Stories, Global Calendar, New Working Practices, International Women's Day
- Collaboration with external DEI networks: DiverCity, ValoreD, Parks Liberi ed Uguali, Unlimited Views, Politecnico di Milano

#### **Change Management Specialist**

**Nov. 2020 – April 2021**

- Managed Workday® communication stream for launch of 8.000 desk and 21.000 non-desk workers
- Monitored pilot plant launch and beta testing; collected and analyzed feedback data
- Creative development of comics, podcasts, trainings, webpages, and videos
- Coordinated Change Management with 15 global project leaders

### **FONDAZIONE AVSI**

**April 2020 – July 2020**

#### **MBA Project Work: Results-based Management Framework**

- Research and analysis of operations principles and project management procedures for improved outputs and outcomes
- Final Project Work included SWOT, data analysis, case studies, and framework and communication implementation

### **CANINE COMPANIONS FOR INDEPENDENCE**

**April 2018 – Sept. 2019**

#### **D&I Events Coordinator for Disabled People**

- Project Manager for six events across five US states; managed six event committees with over 10 direct reports
- Recruited, screened, trained, and monitored 40+ volunteers for event committees
- Website management including writing & editing, HTML, site traffic, data tracking and analytics, and reporting
- Created and presented DEI workshops at Leadership Conference on generational inclusion and diverse recruiting
- Developed and presented proposals and projects with the objective of increasing Diversity and Inclusion among stakeholders
- Executed new strategy to grow event "DogFest OKC" revenue by 65% from 2018 to 2019

### **SAN DIEGO HISTORY CENTER**

**Oct. 2017 – April 2018**

#### **Development and Membership Coordinator for Minority Communities**

- Tracked and analyzed monthly, quarterly and yearly membership revenue reports
- Utilized targeted communication to increase membership renewal rate by 22% and decrease net loss rate by 39%
- Maintained MailChimp CRM; wrote and edited marketing communications
- Managed 3 departmental direct reports and 5 temporary volunteers

### **ARMED SERVICES YMCA**

**Aug. 2016 – Oct. 2017**

#### **Change Management & Processes Coordinator for US Military Families**

- Designed and implemented complete Volunteer Program, policies, and procedures
- Conducted recruitment, orientation, training, and oversight of 3,000+ volunteers through CRM
- Development of projects aimed at integration and inclusion of military families in local communities
- Increased total volunteer hours by 188% and individual volunteers by 87% through relationship-building
- Raised \$14,500 through online marketing in first ever #GivingTuesday campaign

## EDUCATION

**International Master of Business Administration (MBA)**

**Sept. 2019 – Sept. 2020**

**MIP Politecnico di Milano Business School, 110/110**

- MIP4Women Scholarship winner

**Bachelor of the Arts - History and Italian**

**Sept. 2010 – June 2014**

**University California, Santa Barbara**

## CONTINUOUS LEARNING CERTIFICATES

**International Organizations Management**

**Jan. – Feb. 2021**

University of Geneva | Online Course

**Corporate Sustainability: Understanding and Seizing the Strategic Opportunity**

**March – April 2020**

Università Bocconi | Online Course

**Embracing Diversity**

**April 2020**

Politecnico di Milano | Online Course

**Business Ethics and Sustainability – Responsible Management**

**July – Aug. 2019**

The University of Manchester | Online Course

**Organizational Change Management**

**Feb. – June 2017**

Service Enterprise Initiative, Points of Light | In-Person Course

## HARD SKILLS

**Microsoft Office:** Word, Excel, PowerPoint, Teams, Outlook, Planner, SharePoint, Forms, Sway, To Do, OneDrive, Yammer, Office 365, Skype, OneNote

**Google Workspace:** Gmail, Docs, Sheets, Keep, Slides, Meet, Calendar, Drive, Forms, Classroom

**Intranet and website management; HTML**

**CRMs:** Workday, Blackbaud, MailChimp, Constant Contact, MailUp, Volgistics, HubSpot

**Design Products:** Vimeo, Canva, Adobe Suite

**KPI reporting**

**Writing and Copyediting**

## LANGUAGES

**English:** mother tongue | **Italian:** working proficiency | **French:** elementary proficiency