

Gentry Williams

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SUMMARY

Live entertainment marketing professional, with experience in event promotion, brand management, event management, and executing marketing campaigns for venues large and small. Passionate about connecting fans to unforgettable live experiences and seeking a challenging full-time marketing role within the live entertainment industry.

EDUCATION

Master Of Science in Marketing

University of Arkansas - Walton College
2025-Present

Bachelors Degree in Marketing & Finance

University of Arkansas - Walton College
2019-2023

WORK EXPERIENCE

Walmart AMP / Walton Arts Center- Marketing Intern / 2025 - Present

- Assisted in managing and maintaining multiple departmental budgets totaling over \$300K for the Walton Arts Center and Walmart AMP, ensuring accurate tracking and reporting.
- Grew business outreach network by 36%, building relationships from 22 local businesses to 60+ to support event partnerships, collaborations and promotions.
- Captured and produced live content for more than 10 major concerts and performances at both the Walmart AMP and Walton Arts Center.
- Maintained and increased exposure through cross promotional platforms (Meta Ad Manager & BandsInTown) for over 100 shows across both venues.

West & Watson - Promotion Team Manager and Marketing Assistant / Part-Time / 2025 - Present

- Established a 10-person student promotion team, leveraging campus outreach and growing connections with the surrounding community.
- Created opportunities for team members, from learning venue operations to collaborating on event marketing.
- Overhauled the venue's social strategy: implemented consistent posting, ticketing platform, and new forms of content, causing weekly platform views to increase from 15K to over 100K a month.
- Organized and promoted exclusive events, consistently selling out and exceeding average event revenue by 23.3%

The Social Chair LLC - Assistant Regional Event Manager and Artist Liaison / Part-Time / 2025 - Present

- Promoted from Stage Technician to Assistant Event Manager, often independently managing events and leading teams for event operations, logistics and promotion.
- Managed relationships with 10+ venues in the North West Arkansas area, ensuring contracts, schedules, and venue requirements were aligned ahead of each event.
- Acted as primary point of contact for artists, managing arrivals, schedules, and on-site requests during events.
- Actively overseeing logistical operations, artist booking and promotional efforts for Row Fest, with expected attendance of over 7K and expected revenue of \$350K.

Spectrum Group USA - Digital Marketing Manager / Full-Time / 2023 - 2025

- Planned and optimized paid media (PPC), SEO, CRO, and email campaigns while supporting brand and website management, increasing website traffic by 32%.
- Monitored market trends and performed forecasting and data analysis to guide strategy.
- Managed LinkedIn and other social channels, creating content and directing team members on social engagement.

COMMUNITY INVOLVEMENT

George's Majestic Lounge - Content Lead and Brand Ambassador

- Promoted to Content Lead following collaboration with an external agency, developing original content to elevate venue visibility and strengthen brand presence.
- Activated cross-promotional partnerships through my role at Walmart AMP, expanding campaign reach and supporting ticket sales across both venues.

Hill Records - Officer

- As an officer I supported a student-run record label and entertainment project elevating student artists through marketing, promotion, and live-event initiatives.
- Drove artist promotion through improved social media strategy, content planning, and audience engagement tactics to grow awareness of label projects.

Hogs Abroad - Lead Ambassador

- Studied marketing abroad in Rome through the University of Arkansas, expanding understanding of marketing concepts and U.S. vs. European business practices.
- Served as a program lead, providing leadership, planning and oversight for assigned student groups, day-to-day coordination, and liaising with on-site staff to communicate essential updates.