

# Micah Williams

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## Education

University of Oregon, Eugene, OR

**Bachelor of Arts in School of Journalism and Communications**- Expected June 2024

Majoring in Advertising, Minor in Business

## Experience

**CEO/Creative Director/Head of Marketing**, March 2022 - present

*MJayDub LLC, Eugene, OR*

- Closed NIL Deals with Samsung, Intel, AirBNB, Ducks of a Feather, Division Street, Gatorade, SoFi, Champ Sports, Zoma Mattress, Eugene Nest, Beynon Sports, Menchies, Portland Gear, Dollar Shave, Incrediwear, AchedAway, Optimum Nutrition
- Built, designed, managed, and created the website for holding company MJayDub LLC, focusing on NIL branding and marketing for student-athletes.
- Developed an NIL-focused clothing line to help create additional streams of revenue by collaborating with manufacturers, designers, wholesalers, and brick-and-mortar retail outlets.
- Created a complete marketing and branding plan for the MJayDub brand, including social media strategy, video editing, photography, social media posting schedules, and data analysis

**Student-Athlete**, August 2023 - present

*Men's Football Team, University of Oregon*

- Collaborated with coaching staff and teammates to learn offensive strategies and plays.
- Participated in "Get Real" communication sessions that were utilized for team bonding and connection.
- Participated in community service activities with the entire team to serve local organizations

**Student-Athlete**, August 2020 - present

*Men's Track and Field Team, University of Oregon*

- Managed full academic schedule, workout schedule, and competition travel by communicating with professors.
- Supported teammates with stress management and mental health using techniques such as breathing and positive affirmations.
- Collaborate with coaching staff and support staff to ensure maximum potential output.

**Intern**, Summer 2019 – Fall 2019

*Bureau of Land Management, Portland, OR*

- Provided office management support by answering phones and sending e-mails.
- Managed private information on behalf of government officials by disposing of documents.
- Organizing information and filing secure documents

## Athletic/Academic Achievements

- 2022 and 2023 Pac-12 Champion – 100m Dash.
- 2021 NCAA champion in the 60 meters – School Record: 6.46 – 3<sup>rd</sup> Fastest time in the world
- 2020 Olympian – Men's 4x100
- Three-time Gatorade Oregon Boys Track and Field Athlete of the Year (2017-18, 2018-19, 2019-20)
- 2019 New Balance Nationals Indoor champion at 60 meters, ranking No. 1 nationally with a winning time of 6.60.
- 2018 OSAA 6A state champion in the 100 and 200 meters, breaking the Oregon prep state records with times of 10.21 and 21.03.