

SHANA WILLIAMS

STRATEGIC PARTNERSHIPS

CONTACT

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CORE SKILLS

- Creator Partnerships
- Influencer Marketing
- Live Commerce & TikTok Shop
- Campaign Analytics
- Pipeline Development
- Contract Negotiation
- Cross-Functional Collaboration
- Budget Management
- AI Strategy & Integration
- Social Platform Strategy
- Stakeholder Management

EDUCATION

MBA: Information Technology

Western Governors University
Currently Enrolled

B.S.: Business Management

Western Governors University
December 2025

CERTIFICATIONS

- PMP** Project Mgmt Institute
- CSM** Scrum Alliance
- AI** Skills Fundamentals

LANGUAGES

- English — Native

Shana Williams

Strategic Partnership Manager · Creator Commerce · TikTok Shop

SUMMARY

Revenue-driven partnership and sales strategist with a proven track record of closing high-value deals and scaling creator commerce programs. Generated \$12M in peak monthly GMV at TikTok through consultative selling, influencer pipeline development, and B2B brand partnerships. Skilled at owning the full sales cycle from prospecting and negotiation to campaign execution and performance optimization.

EXPERIENCE

Strategic Partnership Manager

Apr 2024 - Jul 2025

TikTok · Los Angeles, CA

- Prospected, pitched, and closed partnerships with 500+ creators across lifestyle, fashion, beauty, entertainment, and small business verticals.
- Drove \$1M+ in monthly GMV through consultative selling and creator-led commerce campaigns, peaking at \$12M in December 2024.
- Sold and launched Black Creator Live, championing underrepresented talent and closing \$300,000 in Q4 revenue.
- Managed full sales cycle from outreach and negotiation through contract execution, deliverable oversight, and performance reporting.
- Partnered cross-functionally with marketing, product, and analytics to build scalable onboarding and campaign frameworks.

Strategic Partnerships Manager / Project Manager

Jul 2022 - Feb 2024

Caffeine · Los Angeles, CA

- Sourced and closed creator and influencer partnerships for a live streaming entertainment platform, growing revenue and audience engagement.
- Developed and pitched influencer campaign strategies grounded in platform analytics, improving content performance and deal value.
- Owned partnership budgets, contracts, and ROI reporting across all B2B and creator-facing accounts.

Writer & Video Editor

Mar 2021 - Jun 2022

Black News Channel · Remote

- Produced broadcast and digital video content; reduced advertising costs by 35% through efficient project management.
- Coordinated expert interviews and booked guests for live broadcasts; developed story concepts for daily news programming.

Associate Producer

Oct 2016 - Feb 2017

NASCAR Productions · Charlotte, NC

- Directed video projects aligned with brand standards; managed shoots, interviews, and production timelines.
- Implemented task-tracking systems that improved milestone completion rates and workflow efficiency.

KEY ACHIEVEMENTS

\$12M GMV

Peak monthly performance at TikTok through strategic influencer partnerships.

\$300K Q4

Revenue from Black Creator Live — championing underrepresented creators.

35% Cost Down

Ad cost reduction at Black News Channel via lean project management.