

Brandon Williamson

23 Primrose Dr • Cheektowaga, Ny 14225

Phone: 716-903-0918 • E-Mail: BWCreativityconsultant@gmail.com

www.BWCreativity.com

Summary

An Admissions Counselor at Fredonia State University of New York and founder and creator of the internationally ranked, award-winning Pure Ink Poetry Slam in Buffalo, NY. With experience serving as a high school teacher, SUNY Fredonia Black Student Union advisor, Minister, Poet, Author, community activist, and Creativity consultant my goal is to use my skills to responsibly integrate creativity into education while establishing a connection between offices in higher education and community organizations. As a teacher, I stood behind my students pushing and helping them with each step on the journey to college. As an Admissions Counselor, I stand in the doorway and help them find their way through. As a Creativity Consultant and Innovation Specialist, my focus is to offer cutting edge techniques in the field of innovation stemming from over 50 years of research in the Science of Creativity to businesses, educational institutions, and local organizations operating in an ever changing world.

Experience

Creativity Consultant and innovation Specialist – BW Creativity

December 2017 - Present

- Conduct trainings, and workshops defining creativity, and how it applies in the workplace. Dispelling myths about creativity while training staff members to become deliberately creative.
- Conducted creative problem solving workshops for the State University of New York Conference for Admissions Professionals, Buffalo State College, the Intercultural Center at Fredonia State University of New York, Minorities in Criminal Justice, University at Buffalo, Tonawanda School district amongst other clients.
 - Workshop and professional development topics included Creative Problem solving, Creative Leadership styles, Building the blocks of Diversity to build creative inclusion, Introduction to Creativity, Foursight into your creative preferences, "What's next" developing ideas into possible solutions, Creative collaborations – Group dynamics of creativity amongst other personalized lessons
- Conducted research on the relationship between creativity and education.
 - Exploring student and teacher learning styles and creative preferences and assessment practices in order to implement within public schools in Buffalo NY

Admissions Counselor – Fredonia State University of New York

August 2011 - Present

- Director of the Peer Recruitment program
 - A program where we train current students to return to their high schools to talk about the college experience. This program involves developing strategies to recruit, train, and connect Fredonia students with their respective school counselors and teachers.
- Specialist in Minority recruitment
 - Designing and implementing action plans to recruit and enroll minority students across New York State in collaboration with the Education development program, Full opportunity program, Intercultural center, and the Faculty Student association. Since my employment Fredonia has recorded the highest percentage of incoming minority students in school history, and the number continues to rise.

- College recruiter
 - I work directly with students, high school counselors and administrators in the City of Buffalo, the surrounding areas with Erie and Niagara County, the Capital Region, and the Hudson Valley. This includes event planning, and creating opportunities for students to preview the college experience. I also serve as a resource to help students navigate the college admissions process, even if they don't intend to enroll at Fredonia. This also includes the building of relationships with school counselors and administrators while balancing a travel budget determined by the office of Enrollment services
 - Optimizing the Fredonia Admissions office for virtual recruitment and online events that include Slate, Blackboard Collaborate, Zoom, and Google Hangouts. I also run the SUNY Fredonia admissions office social media operations in efforts to keep Fredonia visible during the Covid-19 Pandemic.
- Advisor for the Black Student Union
 - I serve in an advisory role for a cultural group on campus who operates with the second largest Student association budgets on campus. I aid in their decision making, while short-circuiting conflict within the executive board.

Educator – Oracle Charter School – Buffalo NY

August 2007 – June 2011

- Design lesson plans for College Prep, Theatre, Multimedia Arts and Improvisation curriculum
- Conduct small group and individual classroom activities based on differentiated learning needs to ensure all students are developing at their full potential.
- Participate in ongoing staff trainings sessions focused on learning goals, classroom management, student motivation, and engaging learning activities.
- Created and maintained "O-Cast," the school-wide morning video announcement program.
 - This was a program that gave the students, teacher, and staff members the opportunity to share announcements, show case student work and achievements in their own words and creative ways. Including direct announcements, movie shorts, music videos, and motivational messages.

Founder/Writer/Creativity Consultant – Pure Ink Poetry

January 2012 - Present

- Conduct daily operations including hosting events, workshop development, networking connections, event planning, budgeting organizational funds, tending to the concerns of the community, ideation and development of fundraising opportunities, communicating with performers and clients, conducting writing and performance workshops, oversee and work directly with a variety of poetry slam team members who are members of the Black, Hispanic (Latino), LGBTQ (Moogi), and Feminist communities.
- Designed and implemented diversity workshops using poetry as a medium for Residence life departments at SUNY Buffalo State as well as University at Buffalo.
- Conducted writing and performance workshops with organizations including Planned Parenthood, Teen Reality Theatre, Buffalo Public Schools Summer School for the Arts, Just Buffalo Literary Center, University At Buffalo Student Association groups, SUNY Potsdam Loko festival of the Arts, Hispanic Women's League of Buffalo and high schools both domestic and abroad.

Freelance Teaching – Build Academy Saturday Academy

September 2018 – Present

- Teaching Theatre and movie making classes. Working with elementary school students to create short films displaying their acting, storytelling, and camera skills.
- Editing and transferring student work to DVD's for parents and teachers to enjoy and keep for their records.

Education

Masters of Science in Creativity

December 2017

International Center for Studies in Creativity – Buffalo State

Graduate Certificate – Creativity and Change Leadership

August 2016

International Center for Studies in Creativity – Buffalo State

Bachelor of Theatre Arts

May 2007

Fredonia State University of New York

Skills

- Trained to conduct creative problem solving facilitations for not-for-profit organizations, businesses, athletic organizations, student associations and groups, after-school programs, educational facilities, and community organizations.
- Fully trained in the art of Theater, utilizes it in an innovative and interactive presentation style called DramaTeach, and has utilized this teaching technique during his years of teaching inner-city high school students in the Western New York community.
- Spent years working as a company and board member of the Ujima Theater Company, and Not-for-profit theater organization who works tirelessly to spread the message of diversity, inclusion and cultural acceptance and understanding to the community. This included fundraising, putting on productions, and collaborating with other community organizations including PUSH Buffalo.
- This innovation in writing and performance brings unique dimensions to leadership style and workshop development.
- Worked directly with inner city and suburban youth throughout my career and I excel at building a rapport with community organizations and Emerging leaders in the Arts.
- Scientific research and studies in creativity grants the ability to clarify challenges, explore ideas, develop workable solutions and implement action plans in just about any educational and professional setting.

References

- Tanika Shedrick – Principal – Build Academy Elementary School
 - Phone Number – 716-432-9809 – Trshedrick@buffaloschools.org
- Erica Arlequin – Assistant Director of Admissions – SUNY Fredonia
 - Phone Number – 716-410-2097 – Erica@Fredonia.edu
- David White– Director of Multicultural Support Services
 - Phone Number – 716-570-2326- David.White@fredonia.edu
- Dr. Michael Fox – Professor/ Creativity consultant- International Center for studies in Creativity

- Phone Number - 716-878-6223 – foxjm@buffalostate.edu