

# WILLIAM HENRY

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## SUMMARY

Detail-oriented creative professional with over thirteen years of experience providing comprehensive support to cross-functional teams and outside vendors and agencies. Proven track record of managing creative tasks efficiently and maintaining strict client provided timelines. Strong organizational skills coupled with excellent communication abilities to coordinate both large and small scale projects and facilitate a smooth workflow.

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## WORK EXPERIENCE

### Senior Specialist Labeling - Tyson Foods

Jan 2024 - Present

- Overseeing the maintenance and data integrity of the Fresh Meats packaging database, with direct accountability for more than 2,000 pork product codes.
- Managing the organization, verification, and initiation of over 350 New Product Developments (NPDs) and Fresh Meat Product Requests (FMPRs) impacting over 6,500 product codes for FY2024.
- Utilizing Adobe Creative Suite to develop label templates that are employed across all major categories within the department.
- Collaborating with packaging and labeling vendors, fellow labeling specialists, regulatory managers, sales, marketing, and systems managers to manage various product lines, ensuring all label changes are verified with regulatory personnel for compliance

### Specialist Labeling - Tyson Foods

Apr 2023 - Jan 2024

- Coordinating modifications to label graphics, overseeing labeling and packaging specifications, and managing all relevant workflows.
- Assisting with the maintenance and data cleansing of product specifications and retail labeling for the Case Ready Division, which encompasses over 1,500 SKUs.
- Managing the archives of all updated labels, bags, and boxes following the implementation of graphic changes.

### Digital Production Lead - Surge Consulting

Mar 2017 - Apr 2023

- Overseeing the creation, curation and distribution of video content from the past, present and future of The Walmart story, through Oral History interviews, educational videos, and Corporate requests.
- Orchestrating the photography and digital promotion of new items in both the Spark Café and Walton's 5 & 10; managed and documented the acquisitions of artifacts pertaining to the Walmart Heritage Archives.
- Developing the design and creation of graphic elements for gallery exhibits and community partnerships.

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## EDUCATION

### Bachelor of Arts - Broadcast Journalism

Jan 2008 - Aug 2010

University of Arkansas

- Excellence in Journalism award winner (2009)

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## KEY SKILLS

- Adobe Creative Suite
- Adobe Certified Professional in Digital Video
- Office Suite software
- Data entry
- Organizational and time management skills
- Corporate communications
- Problem solving
- Attention to details

**Creative portfolio available at [williamhenry.info](http://williamhenry.info)**