

First-generation college graduate leaves legacy of impactful outreach

By Lily Thorne, ASU News
May 7, 2026

As the producer and social media manager for [ASU Student Life](#), where she was often featured in social media posts, Autumn Williams is a familiar face to many students at Arizona State University.

Now she's moving to the next phase of her life as she graduates with a major in digital and integrated marketing from the W. P. Carey School of Business and a minor in film from The College of Liberal Arts and Sciences.

And though she's a first-generation student, she was no stranger to the university.

"I was born and raised in Mesa, Arizona ... ASU has been in my family for a while; both of my grandparents actually worked here, so it's kind of in my blood," she said.

"I transferred from Mesa Community College, so I learned to build a community here at ASU, and it was super easy to do that," Williams said. "There's a lot of people here, and being able to create my own little community at ASU was definitely something I learned and I really appreciated coming here."

And though she went through a few major changes, she eventually found her footing.

"I changed my major a ton of times," Williams said. "At first, I was going to do meteorology, but I learned through myself that I really like to be more social, and I really like the aspects of marketing — both internally and externally. I also love dealing with social media in every aspect, so being both in front of the camera and behind the screen really helped me figure out that I loved marketing."

Quickly figuring out she had a future in marketing, it was only a matter of time before Williams found her way to ASU Student Life. Within a year of joining she was already stepping into the leadership role on the team, the producer.

"I manage all of the social media accounts as well as cover live events for students. I ensure that ASU is put in a great light for students and also tells student stories at an authentic level."

Alongside being a producer, Williams also served as an Adobe Student Ambassador working to bring students resources and information regarding Adobe services. Her can-do attitude and ability to connect helped not only create opportunities for herself but for others around campus.

“Being involved at ASU just in general is really my number one rule that I would give to anyone. Being involved with other people who are going to school with you or might have the same interests as you really elevates your experience at ASU, and I would highly, highly recommend getting involved.”

While Williams did much to establish herself at ASU, she credits her Management 300 professor for helping her discover just how far her marketing skills can take her.

“One of my favorite professors did a Management 300 course,” Williams said. “His name is Christopher Neck. He taught me a lot, really. Mostly it opened my mind to the possibility that I can be more open to career opportunities and also be able to market myself as a person. He helped me realize that being myself is going to be the best option while I’m looking for my career after college and definitely gave me a boost in self-confidence. So thank you, Professor Neck.”

As for her plans after graduation, Williams she says looks forward to spending a little time traveling with friends and family before settling into a full-time position.

This story originally appeared on [ASU News](#).

Text image(s)



Autumn Williams. Photo by Jr De Chavez