JEREMY A. WILLIAMS

EXPERIENCED DIGITAL MARKETING PROFESSIONAL

CONTACT

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PROFILE

Experienced marketing professional with a passion for creating content that connects. Focused on using traditional, digital, social, and visual strategies to tell engaging stories that make an impact.

EXPERIENCE

VP OF MARKETING & COMMUNICATIONS
12 STARS MEDIA | APR 2015 - JAN 2017

- Developed landing page strategy with 24% conversion rate
- Led agile marketing team and developed marketing strategy
- Created event marketing strategy to convert attendees to customers

DIGITAL STRATEGIST
FUSION ALLIANCE / ELI LILLY & CO. | MAR 2013 - APR 2015

- Led creative team that developed content, infographics, and interactive web apps
- Blog post featuring infographics were the most viewed posts on the site
- Managed agile team using Scrum framework for iterative development

INTERACTIVE PRODUCTION MANAGER
INDIANA OFFICE OF TOURISM DEVELOPMENT | NOV 2006 - MAR 2013

- Developed digital Super Bowl campaign driving 245,000 visitors in 30 days
- Implemented social, web, blog, and interactive marketing strategies
- Marketing strategies included $200,000 worth of online and Twitter ads
- Increased blog visitors by average of 75% per year for three consecutive years
- Managed three print publications with combined print runs over 1 million

MARKETING ASSOCIATE / E-COMMERCE MANAGER
PASTE MAGAZINE | SEP 2004 - NOV 2006

- Produced retail program in record stores that turned profitable in 2 months
- Managed e-commerce and email for magazine's retail website, PasteStore.com

FREELANCE / CONTRACT WORK

OWNER / STRATEGIST
DIGITAL 317 / SOCIAL MEDIAROLOGY | OCT 2010 - PRESENT

- Created web and social analytics reports for clients
- Formulated advertising recommendations based on web and social reports
- Developed case studies, white papers, and resources to help clients achieve goals

SKILLS

- SEO and Google Analytics
- Social media strategy
- Digital marketing
- Content development
- Bridge between business & developers
- Google AdWords
- Social advertising
- Video strategy and development
- Agile Project Management
- Marketer with strong tech background

AWARDS

MOST INFLUENTIAL TOURISM PROFESSIONALS ON TWITTER | MAR 2015
NUMBER 9 OF 100

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN MARKETING
TAYLOR UNIVERSITY | 2000 - 2004