



JEREMY A. WILLIAMS

EXPERIENCED DIGITAL
MARKETING STRATEGIST

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Experienced digital marketing strategist and leader with a passion for delivering experiences that delight and make a positive impact on customers.

EXPERIENCE

MARKETING MANAGER - DIGITAL / COMMUNICATIONS KATZ, SAPPER & MILLER | FEB 2017 - PRESENT

- Lead team that functions as internal agency, providing strategy and deliverables
- Interpret digital analytics & present recommendations and plan for improvement
- Project-manage digital and printed deliverables for 20+ verticals within the firm
- Act as brand champion, ensuring brand standards are followed firm-wide

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
- 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 tactics included \$200,000 worth of online and Twitter ads
- Increased blog visitors by average of 75% per year for 3 consecutive years
- Managed 3 print publications with combined print runs over 2 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 | OCT 2010 - PRESENT

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

SKILLS

- SEO and Google Analytics
- Social media and social ad strategy
- Digital strategy
- Content development
- Experienced speaker
- Project management
- Adobe Creative Suite
- Experienced with HTML & CSS
- Video strategy and development
- Agile project management
- Marketer with strong tech background
- Bridge between business & developers

AWARDS

MOST INFLUENTIAL TOURISM PROFESSIONALS ON TWITTER
NUMBER 9 OF 100

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN MARKETING
TAYLOR UNIVERSITY