

Adam Williams

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PERSONAL STATEMENT

A seasoned marketing leader with over 10 years of experience in digital marketing and content management. Skilled in CRM, automation, and content marketing strategies. Adept at creating and executing marketing plans, driving demand generation, and enhancing customer experiences. Strong passion for technology and a commitment to delivering impactful results.

SOFTWARE & TECHNOLOGIES

- Adobe Audience
- Adobe Creative Cloud
- Adobe Experience Mgr.
- Google AdWords
- Google Analytics
- Google 365
- HubSpot
- Hotjar
- JIRA
- Marketo
- MS Dynamics
- SiteImprove
- Salesforce
- SEMRush
- Smartsheet
- Hootsuite
- Eloqua
- SharePoint
- WordPress
- HighLevel

CAREER HISTORY

Kingspan Insulation – Hybrid; Atlanta, GA

WEB/ SEO Manager (January 2022 – Present)

Skills: Web Design, SEO Management, Analytical Reasoning, Behavioral Targeting, Data Management & Reporting, Email Marketing, Automation, Training & Development

Areas of Impact:

- Developed, implemented, and executed strategic marketing plans to attract and retain customers, resulting in a 25% increase in customer acquisition.
- Collaborated cross-functionally to deliver key digital marketing strategies, ensuring alignment with the company's business strategy.
- Led content marketing, SEO/SEM, and ClickDimensions via MS Dynamics marketing automations, optimizing search engine rankings and customer engagement.

BlackRock – Remote

DIGITAL MARKETING MANAGER-CONTRACT (January 2021 – December 2021)

Skills: Analytical Reasoning, Behavioral Targeting, Data Management, Email Marketing, Project Management, Pay-Per-Click, SEM, SEO, Reporting

Areas of Impact:

- Orchestrated targeted email campaigns to drive lead generation and engaged in new product/feature go-to-market strategies.
- Collaborated with cross-functional teams to improve website experiences and ensure consistent product positioning.
- Synthesized key insights from consumer site behavior and surveys, influencing cross-functional teams.
- Recommended and implemented performance marketing opportunities, A/B testing, and segmentation efforts based on data analysis.

Naxilum Integral Marketing – Hybrid; Atlanta, GA

OWNER, MANAGING DIRECTOR (2018 – 2021)

Skills: Analytical Reasoning, Data Management, Email Marketing (MailChimp), Project Management, Training & Development, Pay-Per-Click, Sales Management, SEM, SEO, Mobile Management (SlickText), Social Media, Content Management, Budget Management, Client Acquisition, Brand Management

Areas of Impact:

- Led the development and execution of comprehensive SEO and SEM strategies to drive organic and paid search growth.
- Developed and maintained a successful brand and image that resonated with the target audience, resulting in 32% growth in brand awareness.
- Analyzed sales numbers in comparison to the marketing budget, optimizing campaign spending and improving ROI.

Masterack – Hybrid; Decatur, GA

DIGITAL MARKETING MANAGER (2017 – 2019)

Skills – Advertising Operations, Content Marketing, Content Strategy, Project Management, Process Improvement, Social Media Planning, Data Analysis, Web Management, SEM, SEO, PPC, Inbound Marketing, and Email

Areas of Impact:

- Recommended and implemented performance marketing opportunities, A/B testing, and segmentation efforts based on data analysis.
- Implemented click tags and followed naming conventions while uploading creative to publishers through 3rd party ad servers; DCM.
- Attended industry events to build a personal network and stay informed about industry trends.

Williams Accounting and Consulting; Union City, GA

MARKETING MANAGER-SEASONAL (2017 – 2019)

Skills – Creative Design, Content Marketing, Content Strategy, Project Management, Process Improvement, Social Media Planning, Data Analysis, Web Management, SEM, SEO, PPC, Go-To Market Strategy

Areas of Impact:

- Spearheaded comprehensive marketing initiatives across all media channels including print.
- Provided oversight for communications, design, strategy, and go-to-market executions.

Intercontinental Hotel Group (IHG)-Contract – Atlanta, GA

PROGRAMMATIC MANAGER (2016 – 2017)

Skills – Budget Management, Programmatic marketing, Channel Marketing, Content Marketing, Direct Marketing, Market Segmentation, Marketing Research and Reporting, Project Management, Process Improvement, Planning, Data Analysis

Areas of Impact:

- Led programmatic campaigns for a diverse portfolio of clients, optimizing performance and ROI.
- Executed data-driven programmatic strategies, resulting in a 32% increase in conversion rates.
- Managed programmatic advertising budgets for hotel brands totaling over \$100 million, ensuring efficient allocation and cost-effective campaign delivery.

EDUCATION & TRAINING

ACADEMIC QUALIFICATIONS

- American Intercontinental University; MBA Marketing
- Alabama State University; Bachelor of Arts, Communications
- Certification: Content Marketing; 2022-2024; Inbound Marketing; 2022-2024
- Certification: Local & Technical SEO; 2023, Competitive Analysis; 2023