

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/ MARKETING AUTOMATION MGR (December 2021 – 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 2022)

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 by more than 200%; 2:1 ratio.

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.

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

EDUCATION

ACADEMIC QUALIFICATIONS

American Intercontinental University

- MBA; Marketing; 2006

Alabama State University

- Bachelor of Arts; Communication; 2002

DIGITAL CERTIFICATIONS

HubSpot

- Content Marketing; 2022-2024
- Inbound Marketing; 2022-2024

MOZ Academy

- Local SEO; 2023-Present
- Technical SEO; 2023-Present
- Competitive Analysis; 2023-Present