

Adam Williams

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PERSONAL STATEMENT

Results-driven Digital Marketing Manager with over a decade of experience in planning, executing, and optimizing digital marketing strategies that drive measurable business growth. Specialize in paid acquisition, campaign optimization, marketing automation, and cross-functional collaboration. Proven ability to improve lead quality, enhance customer acquisition, and deliver sustained revenue growth through data-driven SEO/SEM strategies. Adept at leveraging analytics, creative storytelling, and innovative marketing initiatives to achieve organizational goals.

SOFTWARE & TECHNOLOGIES

- Adobe Audience
- Adobe Creative Cloud
- Adobe Experience Mgr.
- Adobe Analytics
- Google Analytics
- Google 365
- HubSpot
- Hotjar
- JIRA
- ClickDimensions
- MS Dynamics
- Siteimprove
- Salesforce
- SEMRush
- Smartsheet
- Hootsuite
- Eloqua
- SharePoint
- WordPress
- Optmyzr

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:

- Spearhead the development and execution of comprehensive marketing roadmaps using Google Analytics and HubSpot, achieving a 25% increase in customer acquisition and exceeding revenue performance targets.
- Drive brand positioning strategies, leveraging omni-channel approaches to achieve a 15% improvement in team efficiency and collaboration.
- Lead SEO, SEM, and marketing automation initiatives using Google Analytics, SEMrush, and ClickDimensions; resulting in a 25% improvement in search engine rankings and a 20% boost in customer engagement metrics.
- Create web content strategy and UX improvements, resulting in a 27% increase in site traffic, and a 20% boost in lead conversion rates.
- Optimized email marketing campaigns with advanced segmentation and A/B testing, increasing open rates by 16% and click-through rates by 12%.

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:

- Managed end-to-end digital marketing initiatives, including website optimization and user experience improvements, resulting in over a 20% increase in user satisfaction scores.
- Orchestrated targeted email campaigns to drive lead generation and engaged in new product/feature go-to-market strategies.
- Applied web analytics tools (Google Analytics) to track user behavior and optimize marketing campaigns, driving a 30% increase in engagement within targeted segments.

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