

CONTACT INFORMATION

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ABOUT

Professionally certified marketing executive (American Marketing Association, Professionally Certified Marketer in Marketing Management) with 17 years' progressive experience, including the last eight years in senior-level roles. Have been responsible for leading teams that helped deliver a combined \$85.8M in new revenue creation since 2011 across software, online, and technology businesses. Significant involvement and application in all areas of marketing with primary expertise in digital strategies, marketing analytics, and demand generation across B2B and B2C. Experienced and capable in executing complex, integrated marketing and demand generation strategies that deliver impressive growth for companies that desire to maximize their marketing performance and return on investment.

SUMMARY OF QUALIFICATIONS

- Over 8 years of direct marketing leadership experience; 17 total years in marketing
- Experience in manufacturing technology, services, online marketing, online learning, enterprise software, small business solutions, and other industries
- Experienced with funded, start-up environments and Fortune 100 corporate
- Built marketing departments, hired resources, and managed teams of up to 10 individuals
- Over 14 professional marketing and analytics certifications
- Budget responsibilities up to \$3M annual spend, including \$1m+ in paid search
- Responsible for \$85.8M in new revenue creation and growth since 2011
- Over 10 years in B2B marketing strategy and over 7 in B2C
- Have designed, developed, and optimized the martech stack for 5 different companies
- Assisted over 15 clients in digital projects, marketing strategy, and optimization
- Have designed and built over 10 corporate websites utilizing HTML and CMS platforms



**TRAVIS W.
WILLIAMS** | **PCM**[®]
www.traviswadewilliams.com

PROFESSIONAL EXPERIENCE

2008-Present | **Travis Williams Consulting** | Scottsdale, AZ

Strategic Marketing & Digital Consultant

A national end-to-end marketing strategy and demand generation consultancy focused on B2B lead generation, digital marketing, and campaign optimization. Consulted with over 15 clients, with combined revenues of more than \$480M annually, on marketing performance optimization, content, brand, and digital transformation.

- One software client experienced a 125% increase in inbound leads in less than twelve months. Developed content marketing assets and an inbound framework to increase lead generation and awareness
- Delivered 32% increase in projected sales pipeline through inbound programs at Digital Air Strike and a 25% increase in prospect engagement
- Worked with clients in various industries to achieve their digital rebranding objectives including redesigning and development of 6 new corporate websites

2017-2019 | **Ascend Learning** | Scottsdale, AZ

Director of Marketing and Ecommerce

Responsible for leading marketing strategy, digital marketing, product marketing, branding, ecommerce, and demand generation of leading online professional license training business, including owning a \$13M P&L across the primary inbound web ecommerce channel that serves both B2B and B2C.

- Introduced Account-Based Marketing strategies across key B2B client accounts utilizing enhanced integration between CRM, CMS, and Email Automation (Hubspot).
- Delivered a 277% increase in sales qualified leads YOY
- Developed social media and online engagement strategy to communicate and nurture across the various touch-points and channels. This includes increasing total social media followers by 386% in 1.5 years
- Implemented online reputation management strategies utilizing the Trustpilot enterprise platform that improved online reputation scores from 2.3 to 9.0 out of 10 across over 520 positive reviews
- Designed and developed new website and ecommerce checkout in 2018 supporting a \$13M ecommerce business and 1.4M unique users. This includes improving overall conversion rate 30% YOY and saving the business more than \$300,000 in capital investment costs. Total project time was just four months.
- Increased B2B direct revenue through storefronts 470% YOY to \$1.7M; lowered overall funnel abandonment by over 50%
- Overall management of selected paid search vendor, A360, and delivered a 133% improvement in ad ROI, 32% improvement in profit per transaction, and reduced cost per acquisition by 50% across all online ads. Total revenue from paid sources improved 95% YOY to over \$830k in 2018.
- Worked with marketing team to produce over 50 new sales enablement and content marketing assets in less than a year

RELEVANT EXPERTISE

- Integrated Marketing Strategy
- Omni-channel Marketing
- Customer Persona and Segmentation
- Competitive Analysis
- Data Management and Analysis
- Digital Marketing and Social Media
- B2B and B2C Demand Generation
- Search Engine Marketing
- Paid Search Advertising
- Communications and PR Management
- Budgeting and Pricing Strategy
- CRM systems/Salesforce.com
- Return on Marketing Investment Analysis
- Market and Competitive Research
- Marketing Analytics
- Product, Channel and Partner Marketing
- Go-to-Market Strategy Development
- Tradeshow and Event Management
- Website Development and CMS
- Brand Architecture and Management
- Direct Response Marketing and Email
- SMB, Mid and Enterprise Experience
- Funnel Optimization, Demand Generation Project Management
- Account-Based Marketing
- Team Leadership and Development
- Reputation Management
- Adobe Creative Suite

PROFESSIONAL CERTIFICATIONS

- AMA PCM®, Marketing Management
- Advanced Google Analytics
- Google Ads Fundamentals
- Hubspot Inbound
- Hubspot Inbound Marketing
- Hubspot Email
- Hubspot Social Media
- Hubspot Content Marketing
- Hubspot Sales Enablement
- Hubspot Contextual Marketing
- Fundamentals Digital Marketing, Social Media, & Ecommerce
- Marketing Measurement Strategy
- How to Get Your Ideas to Catch On
- Price and Promotion Strategy
- Managing the Value of Customer Relationships
- Data Tools and Techniques
- Competitive Analysis and Market Segmentation
- Product, Distribution, and Sales
- Essentials of Marketing Strategy
- Applied Marketing Strategy and Decision Tools
- Market Research and Analysis
- Distribution Strategy and International Marketing

2015-2017 | **nuHome** | Chandler, AZ

Chief Marketing Officer/Vice President of Marketing

Responsible for company's overall branding, marketing strategy, B2B demand generation, product marketing, creative, and other efforts through geographic expansion into 37 states and across both SMB and end-consumer markets.

- Part of executive team responsible for delivering a 40% (CMGR) and a 350% (YOY) revenue growth \$1.8M to \$10.1M in less than two years.
- Delivered a 2800% overall increase in social engagement across main social channels, including over 20k followers on Facebook
- Led a successful rebranding launch effort focused on a consumer brand architecture while expanding nationwide into 35 states and 105 MSAs
- Designed and developed new company website with saw an increase of online visitors by 900% while also launching online activation and scheduling tools
- Launched newly developed website and increased visitors by 900% in less than 16 months; implemented online scheduling tools and user activation portal
- Increased Pro improvement requests by 22% from 2016 to 2017 as well as an increase of 112% for partner appointments set
- Launched marketing campaigns that drove an increase in subscribers/users from 386k in 2015 to 1.2M in 2017 representing a 210% increase in two years
- Worked with CTO to design and implement the martech stack, including Pardot and CRM integration along with website integration with back-end lead sourcing systems
- Led all creative and branding strategy, including management of a creative team of three associates
- Member of senior leadership team that worked with Lincoln International on the Series A funding round.

2012-2014 | **hibu (formerly The Yell Group)** | Columbus, OH

Director of Product Marketing, Digital Products

Designed and developed the product marketing capability for digital products at hibu that include Search PPC, websites, social and other digital properties comprising over \$700M in annual sales of various SaaS solutions. Interfaced with geo marketing teams, go-to-market teams, research teams, channel and sales organizations to deliver product research, positioning, offer programs and customer analysis that succeeded in accelerating revenue growth and adoption of digital products by customers.

- Developed product strategy with Go-to-Market and digital product team for Websites that enabled a 7% GMGR to \$38.4M in annual revenue in less than 14 months. Increased product sales from 259 websites at launch to over 45,000 in 2014.
- Responsible for refinement and optimization of go-to-market, messaging, and marketing initiatives for WebReach that achieved \$32.6M in new revenue growth in less than 12 months. Increased product sales 110% from 2012 to 2014.
- Designed and developed customer journey mapping for individual products that show engagement points, buyer behavior and actions for both company and target customer to assist in uncovering strategic opportunities for increased sales effectiveness
- Worked with other departments to pilot the ecommerce product solution for SMBs; onboarded 2,500 successful customers representing \$3M in annualized revenue increase
- Conducted competitive research and developed sales enablement and product marketing tools to benchmark competitive offerings and comparisons
- Informed and consulted senior leaders on pilot customer feedback programs and created data analysis and reporting

EDUCATION

The University of Tennessee, Knoxville
B.S., Marketing

Franklin University
M.B.A, Strategy and Leadership

PROFESSIONAL DEVELOPMENT

Cornell University
SC Johnson College of Business
Executive Education, Marketing Strategy

The University of Pennsylvania
Wharton School
Executive Education, Digital Marketing

The University of California, Berkeley
Executive Education, Marketing Analytics

OTHER WORK HISTORY

To see samples and more extended work history from 2002-2009, please visit my website:
www.traviswadewilliams.com/work-history

REFERENCES

Available upon request. See personal website for more client and professional reviews.
www.traviswadewilliams.com/reviews

2011-2013 | **hibu (formerly The Yell Group), Znode** | Columbus, OH

Director of Marketing/Marketing Manager

Responsible for post-acquisition growth and strategic marketing execution of the newly acquired Znode ecommerce software business unit. Drove significant growth of our enterprise sales pipeline through integrated marketing strategies and inbound methodology implementation.

- Planned, developed and executed B2B demand generation strategy and channel marketing campaigns across all core Znode products driving revenue, pipeline growth and customer engagement through all channels
- Managed the customer journey optimization strategy driving landing page testing, a/b multivariate testing, banner and ad copy continuity through to the demand funnel, and working to implement strategies to optimize conversion yield
- Developed content marketing strategy and launched over 40 various content assets in less than a year to facilitate demand generation
- Developed and directed the \$2M+ annual marketing budget including \$750k in paid search management
- Management responsibility of seven resources across two roles with hibu, including five in Columbus office, two in King of Prussia, and one in the UK
- Responsible for developing and directing the annual tradeshow and event schedule of more than 25 events per year in the U.S. and UK.
- Increased sales pipeline growth 400% in 2013 led by a newly developed and target inbound campaign towards wholesales companies and distributors.
- Responsible for development and integration of the martech platforms (Pardot, SFDC, and Sitecore) to ensure success of inbound B2B demand generation programs
- Significantly reduced paid advertising and spend by \$500k a year without losing overall inbound lead conversion quality or any reduction in website traffic

2008-2011 | **Emerson** | Columbus, OH

Sr. Marketing Specialist/Marketing Specialist

Responsible for direct implementation and management of integrated marketing programs supporting \$150M electrical testing and service business of Emerson Network Power. General duties included ensuring marketing and communications projects are aligned and executed according to the overall marketing strategy, B2B demand generation, and digital marketing.

- Responsible for lead management activities, which includes analyzing and coordination with different sales teams
- Assisted in marketing research activities such as evaluation of market opportunities, customers, and competition; assemble metrics to be used by Director of Marketing and senior management team
- Design, coordinate and develop HTML invitations and facilitate execution of various nationwide e-campaigns
- Developed and initiated customer case studies, including interviewing, writing, and creation of copy and design
- Coordinated and supported the execution of company's annual tradeshow and Lunch-n-Learn initiatives, ensuring on-time scheduling, setup, staffing, and delivery of marketing and promotion materials for 20 to 30 events per year
- Responsible for maintaining and optimizing online advertising and website tracking with Google Analytics; reporting of metrics to management, and updating nationwide business listing indexes