



# Aaron Henry Williams

## Marketing & Creative Advertising

### Contact Info

310.418.5938

aaron@aaronhwilliams.com

linkedin.com/in/aaronhwilliams

aaronhwilliams.com

### Marketing Skills

- Campaign Planning & Execution
- Corporate Branding
- Product Launches
- Content Creation
- Lead Generation
- Customer Retention
- Company Reputation
- Website Design & Optimization
- Video Production
- Event Planning & Management
- Live Webinars
- Contract Negotiation
- SEO • PPC • SEM
- Email Marketing
- Copywriting
- Blogging
- Social Media

### Technical Skills

- MS Word, Excel, Powerpoint
- Google Adwords & Analytics
- Salesforce
- Pardot
- WordPress
- Photoshop
- InDesign
- Illustrator
- Final Cut Pro
- Camtasia
- Voice Over Recording
- Hubspot
- Mailchimp
- Constant Contact

### Education

BACHELOR OF ARTS  
Communication Design Management  
California State University, Chico



### Professional Profile

Experienced marketing executive with expertise in digital advertising, brand advocacy, corporate communications, fundraising, sales lead generation, product launches, printed and video content creation, customer engagement, and positive user experience. Most recently, led the marketing departments for security technology companies where I was responsible for building corporate and product brand name recognition and driving customer demand for email security products in markets around the world.

### Experience

#### Director of Marketing

##### Trustifi

2018 - 2019



##### Trustifi

Head of performance driven marketing department responsible for growing product awareness and generating customer demand. I oversaw all corporate communications, agency vendors and partner marketing relationships. I established comprehensive strategies to position Trustifi's go-to-market email security offerings to achieve a targeted sales growth.

- Devised and successfully executed a new corporate identity, strategically rebranding Trustifi into a trusted industry leader within a crowded security technology marketplace.
- Planned and managed sizable marketing budget, entrusted to spend funds on lead generating opportunities for revenue growth.
- Oversaw corporate website relaunch. Led the team responsible for developing and delivering the new website.
- Managed all website content and personally designed and created most of the visuals and video/animated content + wrote all website content.
- Wrote, produced & edited corporate and product videos and maintained video library.
- Established and managed all company social media initiatives, which included; YouTube, Twitter, Facebook and LinkedIn.
- Served as both graphic designer and copywriter for all marketing assets.
- Oversaw digital advertising, influencer and public relations agencies.
- Created sales driven promotable assets, such as whitepapers, infographics, case studies and online interactive quizzes.
- Designed, wrote and coded company emails, including; outreach, lead nurturing drips, customer onboarding, product announcements, tech support, customer experience, newsletters and free trial drips.
- Instituted internal company marketing engagement, creating a positive employee workplace with an enthusiastic staff that fostered brand advocacy.

#### Director of Marketing

##### RPost

2011 - 2018



Head of marketing and advertising initiatives. Everything from initial campaign planning to hands on implementation. Working closely with the Sales Team, I ensured all marketing efforts delivered quality sales leads and an increase in yearly subscriptions.

- Planned, designed, launched and oversaw three company websites.
- Wrote, produced and was voice-over talent for corporate and product videos, including; brand videos, explainers, product demos and customer testimonials. Over 80 total.
- Produced and oversaw video and film shoots and booked and managed production crew.
- Hired, negotiated and worked with producer, director, writer and actor talent for online and commercial videos.

## References



**Jake Finnell**  
Vice President of  
Business Development  
RPost

*It's rare that you come across stand-out talent like Aaron. I had the pleasure of working with Aaron for seven years at the RPost, collaborating on several marketing projects. As someone you can always rely on, Aaron handled any task that came his way with efficiency and accuracy, but always with a bit of flexibility as well. A strong project manager with a host of digital marketing skills, Aaron was a valuable asset who will certainly contribute to the success of any organization lucky enough to have him on the team.*



**Jeff Lewis**  
Vice President Sales  
eCareers

*If you are looking for an intelligent, dynamic, and results oriented marketing leader then you would be hard pressed to find anyone better than Aaron. He is a creative and demanding customer and a great partner. Always engaging his partners in ways that allow them to help him achieve his goals and make his organization a success. He is an expert in lead generation, brand marketing, social media/Web2.0, and market share growth.*



- Established and managed all company social media initiatives, which included; company blog, LinkedIn, Twitter, Facebook, YouTube and Vimeo.
- Designed, wrote and implemented all company landing pages.
- Wrote all PPC and SEO copy and implemented A/B testing.
- Directed all online lead generation activities; including emails, webinars, whitepapers, case studies, PPC ads, etc.
- In charge of all events and trade shows. Planned and executed over 50+ events.
- Planned and orchestrated company webinars. Strategized topic, organized presenters, drove registration, created presentation material, organized post webinar follow-up emails, recordings and assets.
- Wrote and designed all RPost literature including one-sheets, company brochures, case studies and eBooks.
- Managed key relationships with VIP customers and acquired their peer-to-peer written and video testimonials and case study content.

### Digital Marketing Manager

**lynda.com**  
2010



A leading online video learning platform that helps anyone learn business, software, technology and creative skills - I grew affiliate program, increasing monthly profits 92% (from average \$13,000 to \$25,000). I refocused "one size fits all" email/newsletters to hit specific publics and devised new auto generated emails to increase member lifetime value. Identified a \$35,000 monthly loss in revenue and devised stop gap to eradicate it.

### Director of Marketing

**Diskeeper Corporation (now named Conduvive Technologies)**  
2007 - 2010



Directed the Promotions and Media Department of multi-million-dollar software company, Diskeeper Corporation (now Conduvive), where my efforts supported the company's highest ever sales year, in 25-year history. Directed all advertising, campaign planning and buying opportunities.

- Directed B2B and B2C customer promotion, retaining and upselling Diskeeper's existing customer base and running all Channel Marketing efforts.
- Oversaw and ran all media campaigns including all product launches and was in charge of the financial planning budget. I was entrusted to spend 14% of Diskeeper's annual earnings (average 6M per year) on planned advertising opportunities.
- Managed quotas and directed team responsible for meeting and exceeding all targeted campaign goals, leading to most profitable year in company's 25-year history.
- Negotiated and executed all media contracts and bookings.
- Negotiated 250K+ in free promotion.
- Directed all lead generation opportunities, garnering 3 consecutive years of highest ever sales leads, while concurrently reducing ad spend and operating expenses.
- Increased PPC results by over 35%, while saving \$5,000 a week, in PPC ad spend.
- Sales tracked to Google's Content Network alone, increased from \$500,000 to 1.5 million a year under my direction.
- Tripled weekly output of company emails to a more qualified and receptive public and increased email opens and click-through-rates, doubling direct sales to online store.
- Optimized Diskeeper's website, decreasing bounce rates 40% and increasing overall conversion rates 35%.
- In charge of all corporate media events and trade shows. Approximately 10 per year. Managed all event logistics, including; budgeting, hiring, training and managing staff, booth design and construction, live presentations, promotional handouts and incentives.



**Teal Scott**  
Global IT Branding &  
Communications,  
Edwards Lifesciences

*Aaron is smart, dedicated and a fun team leader to work with. He has outstanding knowledge of his industry, thorough insight of the company's needs and knows how to get measurable results. He excels at negotiating and generating sales leads and is a whiz with online search marketing. And as important, is fantastic with explaining the method to the madness. He is a pleasure to work with and a valuable asset to any organization wanting to increase business.*



**Justin Lucas**  
Director Online Communications  
BMW of North America

*Aaron is a strategic thinker, producer, manager and negotiator. He has an impressive ability to maintain focus on the big picture in the midst of multiple campaigns and programs. He accomplishes this with an impressive attention to detail.*

*Aaron's vendors and media contacts consider him a business partner as opposed to a client or buyer. This distinction places him in the upper tier of digital advertising leaders.*

**Director of Scripted Development**  
**Associate Producer & Manager of Reality Programming**  
**Renegade 83 Entertainment**  
**2002 - 2006**



Continually promoted throughout my 4 years at Renegade 83. As part of a two-person team, launched the scripted division of the company. Developed and sold prime-time scripted and unscripted (reality) television shows to Fox, ABC, NBC, The WB, Lifetime, USA, and Comedy Central.

- Discovered and hired talent.
- Negotiated actor/writer/director salaries with talent agencies.
- Supervised online writing staff in charge of creating interactive web content.
- Helped launch ad campaign for television series *The 4400*, which resulted in record ratings for a cable television series, resulting in multiple Emmy nominations.
- Segment produced episodes of syndicated TV series, *Blind Date* and *The Fifth Wheel*.
- Shot, wrote and edited sizzle reels for studio and network sales presentations.

**Community Involvement & Volunteerism**

**Board Member**  
**The Foundation for Las Virgenes Schools**  
**2019 - Current**



The Foundation for Las Virgenes Schools is a volunteer parent organization that works with the school district in charitable and fundraising activities in an effort to help make sure each child gets the strongest education possible. The funds raised fills the gaps between state funding and since its inception, The Foundation has raised over 1.5 million dollars for a number of initiatives including; targeted class-size reductions in primary school, hiring credentialed teachers and mental health and wellness counselors, and adding sections of core high school classes.

**Executive Board Member & Parliamentarian (This is an Elected Position)**  
**Woodland Hills-Warner Center Neighborhood Council**  
**2015 - 2019**



The WHWCNC is an official elected advisory body to the City of Los Angeles representing the stakeholders of Woodland Hills and Warner Center. With a City approved budget, the NC is responsible for improving the quality of life in the neighborhood, ensuring the delivery of LA City services and educating stakeholders on how to better participate in LA City government.

- Unanimously elected Parliamentarian of the 21-member Board.
- Education Committee Chair
- Community Outreach Co-Chair
- Advocated for and voted on issues involving economic development, traffic, public safety, road/street improvements and safe spaces for children and the elderly.
- Participated in yearly meeting with LA City Mayor to discuss priorities in the annual LA City budget, prior to its submittal and approval by LA City Council.
- Educated residents and families about available City of LA services and resources.
- Organized community cleanups, food bank collections and homelessness and health-care fairs.
- Worked with LA City community planners and commercial and residential real estate developers in the planning and approvals of the large scale developments.
- Planned, designed, launched the updated Neighborhood Council website; which is the hub for community news and involvement.