




Aaron Williams

Innovative, business-minded, and creative communications professional offering 15 years of proven marketing success running top-performing media and advertising operations. I have a long track record driving brand awareness, increasing engagement, and delivering revenue growth even through economic downturns. As an accomplished department leader adept at seamlessly directing staff and multiple projects, I am also an active Board Member on several Los Angeles non-profits working with community groups, elected representatives, and business leaders on improving the economic vitality and quality of life in the city.

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COMMUNICATION EXPERTISE

Campaign Planning & Execution Market Research Corporate Branding Creative Content Creation Social Media
Event Planning & Management Video Content Production Website Design & SEO Optimization Email Marketing
Copywriting Online Advertising Company Reputation Positive User Experience

COMMUNITY ORGANIZING

Strong Community Relationships Connecting People to Services Community Cleanups Education Fundraising Events
Food Bank Collections Community Parent Drug Education Forums Homelessness Fairs Job Fairs

PROFESSIONAL EXPERIENCE

Director of Marketing & New Business Ventures MW Design [2019 - Currently]

Responsible for promoting the brand name recognition of MWD throughout the interior design industry. Realigned business model attracting a higher net worth clientele and expanded into commercial projects which increased year-over-year gross profits, even during the Covid-19 pandemic and international supply chain slowdowns.

Duties, Highlights & Achievements

- Work closely with the CEO to establish the creative vision.
- Developed, built, and relaunched the firm's branding, messaging and website, increasing inbound traffic by 1200%.
- Oversee all media campaigns, social media presence, and postings. Revitalized Instagram profile that attracted more than 11k new organic followers and resulted in new job opportunities.
- Create all meeting and pitch materials – presentation boards, decks, one-sheets, brochures, and mailers.
- Serve as the primary in-house writer, conducting technical reviews of all materials for brand consistency and quality.
- Wrote bi-monthly design columns in Calabasas Style and Malibu Times magazine publications.
- Built new strategic relationships with key industry vendors, developers, brand advocates, and product manufacturers.
- Negotiated partnership with Cambria USA for MW Design to be a brand ambassador for Cambria's entire line of premium quartz countertops and surfaces.
- Built new high value relationships with media publications resulting in feature press for MW Design that attracted new high-value clients.
- Conduct research and pitch forward-thinking ideas to support innovative content development, keeping abreast of emerging products and trends.

Director of Marketing Trustifi [2018 - 2019]

Recruited to head Trustifi's performance-driven marketing team where I immediately grew product awareness and customer demand. I oversaw all corporate communications, advertising & PR agencies and partner marketing relationships, and I implemented comprehensive marketing & sales strategies that hit all company targets.

Highlights & Achievements

- Reported directly to the CEO and worked closely with CRO and CTO to elevate messaging, integrate essential sales tools, and enhance overall user experience which led to a surge in new qualified leads.
- Devised and successfully executed a new corporate identity and logo, strategically rebranding Trustifi into a trusted industry leader within a crowded security technology marketplace.



Trustifi (con't)

- Controlled a \$500k yearly marketing budget, and entrusted to spend funds on lead-generating opportunities leading to a doubling of profits after 6 months.
- Redesigned, relaunched, and wrote all on-page and SEO website content, and created video tutorials showcasing the ease of use of a previously difficult to understand product, multiplying the number of free trial downloads by 10x a month.
- Established and ran all company social media accounts, including; YouTube, Twitter, Facebook, and LinkedIn, and ran targeted ads to specific verticals that resulted in increased profits because of the improved lead quality.
- Wrote all product announcements, customer onboarding, tech support, free trial, and positive user experience emails.
- Served as both graphic designer and copywriter for all marketing assets including; whitepapers, infographics, case studies, and investor pitch decks.
- Implemented internal company marketing program, that built and fostered a positive company culture with engaged employees, increasing productivity and boosting retention.
- Tracked all campaign projects and managed organizational systems.

 **Director of Marketing**
RPost [2014 - 2018]

Marketing Manager [2010 - 2014]

Led team that increased new sales leads year-over-year for 8 years straight and increased the customer lifetime value of yearly recurring subscriptions, which greatly contributed to growing year-over-year gross profit.

Highlights & Achievements

- Oversaw 3 separate corporate website relaunches. Hired and led web design company to develop sites while I created all visual, video and animated content and wrote all on page and SEO content. Traffic increased 650% and drove in 4x the amount of direct online sales.
- Wrote all PPC and SEO web copy and implemented A/B testing that increased lead quality and quantity by 68%.
- Designed, wrote, and coded company emails, including; outreach, lead nurturing drips, customer onboarding, product announcements, tech support, customer experience, newsletters and free trial drips.
- Negotiated extremely valuable new relationships with strategic partners and allies in key verticals resulting in integrating our email security software into 3rd party insurance CRM platforms.
- In charge of all corporate events and trade shows. Over 50+ events. Managed all event logistics, including; budgeting, training staff, booth design, live presentations, and marketing material. Every year exceeding lead generation targets.
- Produced and recorded videos from my home studio. Wrote scripts, edited, and was voice-over talent for over 80 corporate and product training videos, including; web commercials, product video tutorials, customer testimonials, and case studies.
- Planned and moderated company webinars for various targeted verticals. Researched topics, organized presenters, drove registration, created presentation material, and organized and distributed all post-webinar follow-up sales assets.

 **Marketing Manager**

Diskeeper Corporation (currently Conduvive Technologies) [2007 - 2010]

Managed the Promotions and Media Department of a multi-million-dollar software company, where my efforts generated sales leads that led to Diskeeper's highest sales in its 25-year history.

Highlights & Achievements

- Managed B2B and B2C customer promotion department and upsold to Diskeeper's existing customer base while running all Channel Marketing efforts.
- Directed all advertising, campaign planning, and buying and negotiated and executed all media contracts and bookings. Negotiated over 350K in free promotion.
- Managed team quotas and led the team responsible for exceeding all targeted campaign goals.
- Planned all media campaigns, including all product launches, and was in charge of the marketing department's substantial budget. I was entrusted to spend 14% of annual earnings (an average 6M per year) on planned advertising opportunities.

KNOWLEDGE OF APPLICATIONS & PLATFORMS

MS Word | Excel | PowerPoint | Salesforce & Pardot | Mailchimp & Constant Contact | Google Adwords | Analytics
 Photoshop | InDesign | Illustrator | Zendesk | WordPress, Shopify & Wix | Meta Business Suite | Trello & Asana
 Final Cut Pro | Multiple Photo & Video Editing Apps for Instagram & TikTok | Canva

COMMUNITY PHILANTHROPIC & LEGISLATIVE EXPERIENCE

Board Member

The Foundation for Las Virgenes Schools [2019 - Currently]

On behalf of the school district, The Foundation organizes multiple fundraising activities throughout the year to help ensure each child gets the strongest education possible. With over 2.5 million dollars raised, the funds fill the gap between state funding to pay for important educational initiatives.

Highlights & Achievements

- I organized multiple events that raised over 350k that funded reduced class sizes, enabled newly credentialed teachers and mental health & wellness counselors to be hired, and added sections of core high school classes.
- Worked with the school district on Measure S, a parcel tax bond measure that voters passed in 2022 and raised 340M for infrastructure improvements to LVUSD schools, without raising taxes.
- In charge of creating promotional videos and social media posts promoting The Foundation's numerous fundraising events throughout the calendar school year.
- In charge of visual digital and printed content highlighting The Foundation's numerous fundraising events throughout the calendar school year highlighting amounts raised and how the school district spent the money improving local schools.
- Organized a one-hundred-player charity poker tournament and brought in multiple sponsors including, Uncle Nearest Premium Whiskey, raising over \$15,000 for the LVUSD school district.

Board Member

Woodland Hills-Warner Center Neighborhood Council [2015 - 2019 | 2022 - Currently]

The WHWCNC is an official elected advisory body to the City of Los Angeles. With a City approved yearly budget, I have secured money to fund local projects and I work with elected representatives on legislation to improve the quality of life in Los Angeles.

Highlights & Achievements

- Chair of the Education Committee and Unanimously elected Parliamentarian of the 21-member Board.
- Co-Chair of the Community Outreach Committee. I was in charge of all outreach activities and communication with the local community, so they were well-informed of city activities and events.
- Oversaw the design and launch of the new community-focused website that better served our community. I ensured the new website was easy to navigate for seniors and was a central hub in our community, so stakeholders would be better educated on local Los Angeles issues.
- Organized job fairs, healthcare fairs, community cleanups, food bank collections and more.
- Research and write advisory public policy reports and work with L.A. City Council offices on issues including; development, LAUSD schools, homelessness, public health & safety, and more.

EDUCATION



BACHELOR OF ARTS

Communication Design Management, Media Arts
California State University, Chico

INTERESTS



Art



Architecture



Community Services



Public Policy



Concerts



Hiking

TESTIMONIALS



SCOTT SILVERSTEIN

Former President

Woodland Hills Neighborhood Council

"Aaron is a respectful consensus builder with an uncanny ability to connect and empathize with district stakeholders, so that everyone feels their voice is heard and valued."



TEAL SCOTT

PR Director

Diskeeper

"Aaron is smart, dedicated and a fun team leader to work with, and he knows how to get measurable results."



JAKE FINNELL

VP, Business Affairs

RPost

I had the pleasure of working with Aaron for seven years. He will certainly contribute to the success of any organization lucky enough to have him.