

# Carl Williams, M.S.

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## QUALIFICATIONS SUMMARY:

### Manager Digital Marketing and Strategy

- 10 years of sales, account management, content strategy, event production, and customer service.

## SKILLS:

- |                              |                     |                      |                         |
|------------------------------|---------------------|----------------------|-------------------------|
| • Account Management         | • Management        | • Online Advertising | • Networking            |
| • Client Acquisition - Sales | • Digital Marketing | • Branded Content    | • Relationship Building |
| • Client Retention           | • SEO - organic     | • Project Management | • Reporting             |
| • Customer Service           | • SEM - paid        | • Presentations      | • Results               |

## PROFESSIONAL EXPERIENCE:

### GOOGLE

**New York, NY**

#### ADSENSE PARTNER TEAM

*2015 - Present*

- Head web projects in digital strategy, SEO-optimized content planning, implementation, maintaining site performance and interpreting analytics to drive traffic and monetization. Monitor KPIs including popularity, users, bounce rate, page views, CTR, open-rate, value proposition, and time spent metrics [daily](#).
- Analyze CPC and CPM online advertising; increasing impressions and revenues due to time spent [metrics](#).

### PENN STATE ALUMNI ASSOCIATION (PSAA)

**State College, PA**

#### EXECUTIVE BOARD

*2016 - Present*

- Attend and participate in planning meetings and forecasting events with staff, [100+ colleagues](#), and other internal stakeholders; identifying target audiences from concept to implementation.
- Listen to curate evergreen content and [rich-media](#) to generate leads; generated \$13M for two straight years.

### FULL SAIL UNIVERSITY

**Orlando, FL**

#### DIGITAL MARKETING DIRECTOR

*1999 - 2000*

- Collaborated with [six internal teams](#) to create integrated digital campaigns using audio, video, and [animation](#) tools; efforts led to data-backed survey increase from 70% to more than 90% in fewer than three months.

### UNIVERSAL ORLANDO

**Orlando, FL**

#### SUPERVISOR

*1996 - 1999*

- Scheduled 200+ team members for branded content activations; guest satisfaction increased from 86% to 90%.
- Co-created [production of video](#) with TM Advertising Agency; instrumental in hiring 900+ team members.

### DJCARL.COM

**New York, NY**

#### MARKETING SALES DIRECTOR

*2001 - 2015*

#### ACCOUNT MANAGEMENT:

- Counseled 125+ [artists](#), artist managers, and business clients how to analyze, optimize, and monetize.
- Improved [music video accounts](#) from 90 to 130 brands for ETV; achieved a \$6.7M revenue increase.

#### EVENT PRODUCTION:

- Produced Live Nation live music event with [Bruno Mars](#); sold out pre-concert VIP event.
- Entertained the Detroit Tigers MLB team. Created [web content campaign](#). Sold out VIP event and saved the team \$40K while supporting four local charities.

#### CONTENT STRATEGY:

- Established monetized superfans by creating, validating, and publishing two branded content podcasts on **iTunes**; metrics are highest in USA, Germany, Japan, Canada, and the United Kingdom.

- Migrated 10GB *WordPress (CMS)* website with rich-media content to encrypt VPS platform; increased page speed score from 83% to 91% through a content delivery network (CDN); expanded scalability to decrease load times less than three seconds per request. Decreased [bounce rate](#) less than 20 percent.

### TECHNICAL:

- Salesforce CRM
- WordPress CMS
- FTP - FileZilla
- HTML | CSS
- Facebook
- Instagram
- Pinterest
- Twitter
- YouTube video
- Video editing
- Audio editing
- XML | RSS | podcast
- Photoshop
- MS Office
- Google Analytics
- Sprout Social

### ACTIVITIES:

- |  |                                |                       |
|--|--------------------------------|-----------------------|
| • NYU School of Professional Studies (SPS) | <i>Guest Lecturer</i>          | <i>2018 - Present</i> |
| • AdvertisingWeek (AdWeek)                 | <i>Member</i>                  | <i>2015 - Present</i> |
| • Women in Music (WIM)                     | <i>Member</i>                  | <i>2015 - Present</i> |
| • Webby Awards ( <a href="#">IADAS</a> )   | <i>Judge</i>                   | <i>2013 - Present</i> |
| • Recording Academy (NARAS)                | <i>New York Chapter member</i> | <i>2008 - Present</i> |

### EDUCATION:

#### THE PENNSYLVANIA STATE UNIVERSITY

University Park, PA

#### M.S. in Recreation, Parks, and Tourism Management

- Conducted quantitative and qualitative research on 100 participants, produced data analytics. Published study using SPSS on “*the effects of music on various adults*”; five hypotheses analyzed.