

CARL WILLIAMS

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QUALIFICATIONS SUMMARY

Focused, entrepreneurial event production strategist with a broad technical skill-set with expertise in formulating brand marketing content strategies. I'm a flexible, 4-time Webby Judge (*IADAS*) with a passion for communicating with diverse and global team members, constantly learning, and producing branded digital content of which I can be proud. I have extensive experience in editorial and video content, engaging content, social media campaigns, and personalized project management.

Core competencies include:

- Client Engagement
- Business Development
- SEO/SEM Strategy
- Podcast/RSS Production
- Visual Content Marketing
- YouTube Video Production
- Social Media Strategy
- Online Brand Marketing
- Mobile Marketing
- Consumer Solutions
- Data Analytics
- Collaborative Networking

SKILLS SUMMARY

Marketing: Strategic social media campaign planning and implementation; *AdSense* digital advertising management; developing digital marketing strategies; engagement strategy; email marketing experience; marketing analytics

Project

Management: Google docs; budgets, logistics, project goals, and deadlines; teamwork communication and collaboration tools

SEO/SEM: Keyword research, metadata tagging, site structure, link building, copywriting, content optimization, PageSpeed, mobile-friendly, (UX) user experience

Customer

Engagement: Experiential events, blogging, Facebook, Instagram, Twitter, Snapchat, Tumblr, LinkedIn segmentation, optimization, and organization

Proficiencies: CMS website creation; HTML; CSS; Adobe Photoshop; ImageReady; Final Cut Pro; Pro Tools; Keyword Research; Google Analytics; Facebook Insights; Twitter Analytics; TweetDeck; Ahrefs; Microsoft Word, Excel, and PowerPoint; Salesforce

PROFESSIONAL EXPERIENCE

Head of Digital Content, 2001-Present
DJCarl.com Entertainment, LLC, Orlando, FL

Brand marketing experiential events DJ operation with 4 team members and funded with online CPM, CPC Google advertisements and music podcast donations.

Oversee all sales and business development functions, including high-profile clients and corporate brands, contract negotiations, event logistics, and customer relations management. Hold P&L, budget, and tax responsibilities. Provide team member consulting, training, coaching, and mentoring. Direct responsibility for digital brand content marketing, social media promotions, and influencer relations.

Selected Achievements:

- Migrated 16GB WordPress CMS [website](#) with optimized branded multimedia content to encrypt VPS platform; **increased PageSpeed score to 91%** in less than 4 months while maintaining an optimized mobile-friendly user experience.

- Established engaging online community consisting of new and Superfans by creating, optimizing, validating, and publishing two branded audio [podcasts](#)/XML feeds on *iTunes*. The podcasts are achieving more than 10M server requests/downloads.
- Produced 20+ SEO-friendly *YouTube* videos with title metadata branding featuring celebrities to generate website leads. Branded videos have been viewed almost 27,000 times to date.
- Developed segmented paid social media advertising campaigns with keyword research tools, meta-data tagging, and visual content marketing on *Facebook* which is increasing brand awareness, views, and clicks.
- Monitor and analyze measured KPIs including popularity, impressions, bounce rate, pageview per visitor, and daily time on the website with *Google Analytics* and [Alexa](#). The landing pages average **9 daily pageviews per visitor** and **20:35 minutes time on the site**.
- Negotiated over 1,000 custom event RFPs including partnerships with PR agencies and corporate brands such as *Coca-Cola*, *Esquire Network*, and *MTV*; selling \$100K music entertainment contracts.
- Collaborated with the *Detroit Tigers* MLB team to create segmented social media and web content marketing. Sold out VIP event, saved the team \$40K, and helping 4 charities with fundraising.
- Teamed with *Fleishman-Hillard*, *PepsiCo*, and 200 volunteers to curate brand music experiential event; volunteers built a *KaBOOM!* playground in 6 hours which is still serving the community today.
- Consistently developing personal relationships with past clients, social media executives, and influencers to create authentic conversations to obtain increased multicultural customers and guests.

PROFESSIONAL EXPERIENCE HISTORY

▪ Full Sail University	Digital Media Director	Orlando, FL	1999-2000
▪ NBCUniversal	Marketing Operations Supervisor	Orlando, FL	1996-1999
▪ ETV Network	Music Programming Director	New York, NY	1995-1996

EDUCATION

[The Pennsylvania State University](#)

Master of Science: Recreation, Park, and Tourism Management, 1995

- Published research study using SPSS on “*the effects of music on adults*”; five hypotheses analyzed
- Certification in Advanced HTML Programming
- Appointed to serve a three-year term on national Alumni Council, beginning July 1, 2016, through June 30, 2019. Penn State University has more than 645K alumni