

COURTNEY WILLIAMSON

ABOUT ME

I am a creative professional with a strong background in developing results-driven marketing strategies including: digital marketing, print, and lead nurture. I am proficient in both B2C and B2B engagement and demand generation and have excellent communication and leadership skills.

WORK EXPERIENCE

WAYFORTH

SENIOR MARKETING MANAGER | February 2023-Present

MARKETING MANAGER OF DESIGN & DIGITAL | September 2021-February 2023

- Responsible for designing, producing, and creating innovative content and customer-centric communications that inspire audiences and drive engagement to support lead generation goals.
- Responsible for determining and measuring KPIs for digital marketing efforts, providing regular reports on campaign performance.
- Manage the product development process and vendor relationships to stay within marketing budget.
- Established and maintained brand guidelines, standards, and best practices.
- Consolidated acquired company's collateral and produced relevant collateral for distribution.
- Responsible for overseeing and managing content produced for website and social media channels.
- Created, coordinated, and designed content used for sales initiatives, key referral partners, and strategic B2B alliances.
- Created wireframes and sample pages to demonstrate creative concepts.
- Responsible for maintaining professional partnerships with AARP, Alzheimer's Association, and VCU Athletics.
- Successfully executed six phases of website updates including a complete re-brand and the implementation of lead capture forms.
- Created and implemented the use of a marketing request and resource SharePoint site, streamlining the creative request process and providing relevant resources to sales teams.
- Achieved a 20% surge in LinkedIn engagement within 6 months through the implementation of a company-wide incentive program.

COMMONWEALTH COMMUNITY TRUST

MARKETING & COMMUNICATIONS MANAGER | March 2020-September 2021

- Devised and executed targeted communication strategies and tactical plans, utilizing various channels including traditional media, social media, web, and email.
- Produced compelling content for presentations aimed at engaging key B2B audiences for conferences, workshops, and webinars.
- Generated, supervised, and monitored marketing content across multiple social media platforms.
- Achieved growth of the Executive Director's personal brand on LinkedIn by optimizing their profile, networking with a focused B2B audience, and gaining endorsements.
- Responsible for creating written materials for outreach initiatives, social media efforts, and Beneficiary/Advocate communication.
- Responsible for maintaining optimal functionality and a positive user experience on agency's website using WordPress.
- Collaborated with digital and marketing agencies to assess and improve online visibility, delivered comprehensive analytics reports, and continually enhanced SEO performance.

HISTORICAL RESTAURANT CONCEPTS

CREATIVE MARKETING MANAGER | June 2018-March 2020

- Responsible for managing and maintaining multiple restaurant websites using WordPress.
- Created logos, menus, and overall branding for two emerging restaurants.
- Responsible for collaborating with restaurant vendors to update menus on a weekly basis.
- Successfully managed social media accounts and marketing materials for four company restaurants.
- Promoted events and contests using targeted social media advertising.
- Utilized targeted social media advertising and contests to generate business.
- Increased social media followers by almost 50% in just one year, resulting in higher revenue and website traffic.

FREELANCE

CREATIVE SERVICES | December 2011-September 2021

- Worked closely with both local and national clients to execute logo design, website development, branded social media kits and build brand identities.

SKILLS & CERTIFICATIONS

- Proficient in Adobe Creative Suite
- Professional certifications in Search Engine Optimization Specialization (2023):
 - Introduction to Google SEO
 - Google SEO Fundamentals
 - Optimizing a Website for Google Search
- Google Analytics Certification (2023)

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

BACHELOR OF SCIENCE, MASS COMMUNICATIONS | December 2011

- Concentration in Creative Advertising
- Minor in Religious Studies
- Study Abroad Program, Amsterdam

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*Portfolio can be viewed by visiting courtneywilliamson.com