

# WILLIAM LEMON, MBA

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## SENIOR DIGITAL MARKETING EXECUTIVE

RETAIL OPERATIONS - OMNI-CHANNEL STRATEGY – E & M-COMMERCE INNOVATION – BRAND ARCHITECTURE



*Championing marketing, branding and advertising strategy for the digital commerce, online and social media spaces driving YOY increased growth, ROI and revenue.*

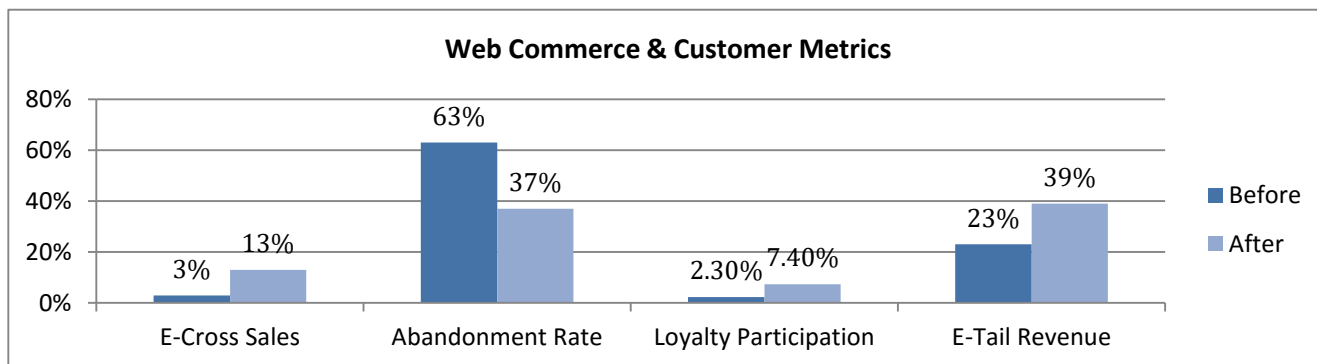
**Global Digital Marketing Leader** offering over 15+ years of experience translating business initiatives and marketing strategies into bottom-line results in sales, revenue and client growth. Distinguished background driving profitability through the strategic implementation of digital commerce and marketing programs in the retail sector. Track record of monetizing digital investments with consumer purchase data to achieve meaningful insights. Talented marketing strategist with expertise formulating pivotal revenue turnaround strategies and growing e-business as demonstrated through developing a fully integrated omni-channel marketing campaign targeted at a segment of the competition's most profitable customers, resulting in a 32% ROI.

### CORE COMPETENCIES

✓ Digital Delivery Infrastructure	✓ Mobile & Social Media	✓ Market & Consumer Intelligence
✓ Lead Generation	✓ Relationship Management	✓ Team Leadership
✓ Virtual Sales Leadership	✓ E-Business & Pricing Strategy	✓ Stakeholder Engagement
✓ Integrated Marketing	✓ SEO, SEM & Web Analytics	✓ Talent Acquisition/Development
✓ Merchandising Strategy	✓ Budget Management	✓ Direct Marketing

### NOTABLE ACHIEVEMENTS

- ❖ Generated \$1.2M in sales through the successful launch of an online beta version of web loans processing e-commerce site complemented by extensive digital and email marketing efforts. **CS Financial Services**



- ❖ Secured 28% customer acquisition growth via web loyalty for HSBC Bank and achieved 17% web revenue growth for Best Buy. **RMG Connect**
- ❖ Delivered a 21% sales increase in 9 months by designing qualitative and quantitative research programs to understand customer needs, test new campaign tactics, and measure customer experience. **Pronto Insurance**
- ❖ Recognized in the Top 10% of leadership based on overall performance and potential and earned nomination to the Future Leadership Program for advanced executive level training. **Advanced Micro Devices**
- ❖ Drove 32% plus increase in online revenue for national retail clients, Whole Foods, Best Buy, & Walgreens by developing innovative Social Media, Mobile Commerce and SEO/SEM programs targeting key customer segments. **RMG Connect**

## PROFESSIONAL EXPERIENCE

### **CS FINANCIAL SERVICES, ALBERTA, CANADA**

**2013 – PRESENT**

#### ***VICE PRESIDENT OF MARKETING & DIGITAL STRATEGY***

Oversee all retail, digital, e-commerce, branding and marketing communications initiatives in addition to internal communications and employee training programs. Restructured marketing department and acquired a 21-member team to spearhead the implementation and execution of a corporate branding and marketing plan. Founded the inaugural digital marketing group and architected a comprehensive strategy for the integration of digital technology into the existing marketing establishment.

- Slashed consumer website abandonment rate 53% by overhauling web functionalities, including responsiveness, enhanced live chat, click-to-call, and leading edge web-based customer acquisition tools.
- Earned an 18% increase in operational margins by restructuring internal teams and professional fees to eliminate relationships incompatible with a balanced “working vs. not working” cost ratios.
- Increased online web visits 132,000 and leads 80,000 monthly by rolling out a new e-commerce platform.
- Eliminated redundancies and conflicts between traditional and digital marketing plans and put in place an integrated structure emphasizing sustainability and cost effectiveness.
- Captured in-depth data from conversion rate to investment and tracked customer lifecycles through a unique PID to identify common characteristics and enhance high-level strategic marketing.
- Drove comprehensive corporate rebranding effort through integrated efforts with J.Walter Thompson worldwide and cross-functional executive committee involvement in both retail and operations insight.

### **PRONTO INSURANCE & FINANCIAL SERVICES, TEXAS, USA**

**2011 – 2013**

#### ***VICE PRESIDENT OF MARKETING***

Delivered strategic marketing leadership to add revenue, define and refine corporate brand recognition. Oversaw internal staff and external agencies in developing integrated marketing and communications strategies. Built and deployed retail merchandising, digital marketing, and CRM marketing efforts and played a key part in branding, public relations, and omni-channel advertising and media communication.

- Catapulted sales 42% by harnessing a targeted e-loyalty promotion that took advantage of an innovative, net new e-commerce platform equipped with mobile and social media components.
- Netted \$5.6M in added incremental sales by identifying three strategic product offerings developed from in-depth market analysis, consumer intelligence, and mystery shopper programs.
- Increased brand awareness 27% within one year by formulating and executing a compelling brand promise and unique selling proposition that responded to customer needs and motivational traits.

### **RMG CONNECT (JWT), DIGITAL MARKETING AGENCY, TEXAS, USA**

**2007 – 2011**

#### ***VICE PRESIDENT OF DIGITAL MARKETING***

Acquired executive level client side digital marketing and communications strategy for corporate customers. Partnered directly with clients to assess and respond effectively to consumer needs and architect high impact targeted solutions. Led the full range of e-commerce, mobile, and integrated web/social planning.

- Produced an 18% increase in commercial account growth for Frost Bank Texas by differentiating the client’s brand messaging platform with an integrated digital marketing campaign.
- Secured a 28% increase in mortgage loan sales for HSBC bank through the design and launch of a suite of customized social media, and mobile marketing programs aimed at Tier I commercial customers.
- Engineered \$9.2M in e-commerce sales growth for Walgreen’s within nine months by employing optimized customer acquisition tools tailored to pharmacy reorders and online gift cards.
- Grew agency gross revenue from 0 to \$63M in four years leveraging digital marketing strategies.
- Completed development and launch of a web-based Channel PRM marketing communications system for Advanced Micro Devices.

**ADVANCED MICRO DEVICES, TEXAS, USA****2000 – 2007*****DIRECTOR OF GLOBAL CHANNEL MARKETING (2004 – 2007)***

Promoted to a global channel marketing role with oversight of public and government relations, promotions, and communications as well as a \$9.3M annual budget.

- Developed and managed a 24-member staff comprising direct and indirect reports and collaborated extensively with key stakeholders to drive integrated efforts targeted business critical product lines.
- Created \$600,000 in press coverage by creating and introducing a Regional Public Relations Program including a CEO speaking tour with key government and corporate officials across 10 countries.
- Served on a 12-member brand council tasked with restructuring and revitalizing the AMD brand and forging links with key international markets using strategic government relations and contract bid plans for China, Russia, and India.
- Grew profit margins by 29% in nine months by developing and launching a globally standardized CRM system, including key involvement in beta testing and program modeling for global deployment.
- Brought in 27% more retail revenue for the consumer sales division by establishing a cooperative retail advertising partnership with Microsoft, Acer, Dell and HP.
- Attained a 34% ROI by leading the transition to an internal SAP e-commerce platform.

***DIRECTOR OF MARKETING COMMUNICATIONS, AMERICAS (2000 – 2004)***

Recruited by this producer of advanced integrated circuitry to build the Latin American marketing region as a distinct, fully scaled entity. Directed marketing, promotions and advertising at the head of a staff of 27 accountable for \$76M in annual new business and delivery of the highest market share companywide. Facilitated numerous projects with global technology leaders and managed a \$6.5M annual marketing budget.

- Fostered a 35% regional sales growth across retail and distribution sales channels through the successful introduction of a CRM-driven customer loyalty program.
- Increased market share from 13% to 33%, delivering the highest market share within three years.
- Delivered over \$75M in new annual business and the highest market share across AMD worldwide through the launch and development of a newly formed Latin America division.

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### **EDUCATION AND PROFESSIONAL DEVELOPMENT**

**Master of Business Administration in Marketing**, St. Mary's University, San Antonio TX

**Bachelor of Arts**, St. Mary's University, San Antonio TX

**Professional Organizations:** American Marketing Association & Digital Marketing Association

**Financial Services E-Commerce Career**

**Managed Global Digital Marketing Agency**

**Global PRM / E-Commerce, AMD**

**Emerging Markets Brand Lead, 3M**