

Sean Williams

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SUMMARY

Highly motivated and innovative self-starter with exceptional problem-solving and communication skills and experience contributing to a growing startup company. I am eager to bring my expertise and passion for creativity to the wonderful world of digital media. My unique sales and marketing experience in technology and AI makes me an excellent candidate for companies interested in team members with multi-functional capabilities and technical understanding.

PROFESSIONAL EXPERIENCE

Growth Marketing Associate | Contentsquare - New York, NY 04/2023 – Present

- Collaborated with sales, product, and marketing leadership to develop and streamline inbound sales process. Refined messaging across multiple channels, including email, social, and webinars - resulting in a 20% increase in MQL conversion.
- Leveraged CRM to conduct in-depth analysis of campaign performance metrics, delivering actionable insights and continual optimizations that led to a 15% reduction in lead response time.
- Developed and executed outbound campaigns across diverse platforms and multiple channels - leading to a quarterly increase of 30% in qualified lead acquisition.

Sales Development Representative | Cognitiv.ai - New York, NY 05/2022 – 12/2022

- Prospected and curated active outbound pipeline of qualified prospects. Developed and executed high performing outreach strategies via email, LinkedIn, and social media.
- Consistently recognized as a top performer – achieved 110% quota attainment and responsible for sourcing over 200k in ACV for the company.
- Maintained in-depth knowledge of product and competitive positioning in AdTech ecosystem and crafted go to market language in collaboration with cross-functional teams.

Digital Marketing Intern | Marketing Choices – Remote 12/2021 – 05/2022

- Orchestrated effective SEO strategies, leading to a substantial 27% boost in website traffic for clients, strengthening online visibility.
- Monitored and analyzed key performance metrics using tools such as Google Analytics to continually track and optimize campaigns.
- Composed and refined compelling blog posts and marketing collateral, effectively elevating brand awareness and engagement for clients.
- Implemented website optimization initiatives, conducting A/B tests, and deploying landing page customization techniques – positively impacting client top-line growth.

EDUCATION

Bachelor of Arts in English Literature | Union College - Schenectady, NY 2017 – 2021

- Minor in Psychology
- **Union College Chronicle**, Contributor
- **Union College Marketing Club**, Associate
- **Autism Speaks**, Volunteer
- **Theta Delta Chi**, Member

SKILLS

Technical Skills: Salesforce, HubSpot, LinkedIn Sales Navigator, Programming, Google/Adobe Analytics, Microsoft Word, Excel, PowerPoint, SEO, Social Media, Content Creation, Digital Media, Facebook Ads

Languages: English (native), German (proficient), French (conversational)