

CONTACT



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www.cbw.design

PROFESSIONAL SKILLS

- Strategic Planning & Market Analysis
- Leadership, Team Building & Staff Development
- Data Analysis & Reporting
- Project Management & Operational Efficiency
- Customer Relationship Management
- Content Marketing & Digital Storytelling
- Creative Problem Solving
- Innovation Management
- Campaign Development & Brand Positioning
- Brand Storytelling & Emotional Branding
- SEO Optimization & Online Traffic Growth
- Social Media Strategy
- Community Engagement

SOFTWARE SKILLS

- Google Analytics & Google Ads
- Adobe Creative Cloud Suite
 - Photoshop, Illustrator, Lightroom, Premiere Pro
- WordPress Website Development
- Hootsuite/Buffer
- SEMrush
- Microsoft Office Suite
- AgoraPulse
- HubSpot
- Salesforce CRM
- Tableau
- Trello
- Asana
- Mailchimp

Caleb Brower Williams

Director of Marketing at Church Street Entertainment

SUMMARY

As a skilled marketing professional with over ten years of experience, I can lead and strategize successful marketing campaigns. I have a proven track record of driving brand awareness, increasing customer engagement, and generating sales. I am looking for a challenging and dynamic director of marketing role where I can utilize my expertise and creativity to drive success.

CHURCH STREET ENTERTAINMENT / DIRECTOR OF MARKETING

2018 >> CURRENT

- Led the development and execution of a multi-channel marketing strategy that increased brand awareness and top-line revenue
- Created targeted campaigns that resulted in a 17% increase in lead conversion
- Oversaw the creation and management of all marketing materials, including website content, social media campaigns, email marketing, and print collateral
- Developed and maintained relationships with key industry partners and influencers to drive brand exposure and partnerships
- Conducted market research and analyzed data to identify new opportunities and optimize marketing efforts
- Managed a team of marketing professionals and provided ongoing training and development
- Implemented and managed \$600,000 (+) of Social Ad Spends
- Collaborated to create visually engaging content for social media platforms, including photos, videos, and graphics
- Developed and implemented a content calendar to consistently produce high-quality content for brand marketing campaigns
- Utilized Adobe Creative Suite to edit and enhance photos and videos for professional-quality output
- Conducted research and gathered inspiration for content ideas, ensuring all content aligns with brand voice and aesthetic

CBW DESIGN / DIGITAL MARKETING CONSULTANT

2016 >> CURRENT

- Consulted with clients on digital marketing strategies, including web development, organic SEO, social media, content creation, reputation management, and photography
- Developed and implemented successful digital marketing campaigns for national brands and athletes
- Improved organic search rankings for clients through targeted keyword optimization and high-quality content creation
- Managed social media accounts for clients, including creating and scheduling posts, engaging with followers, and analyzing performance
- Developed and maintained positive online reputations for clients through proactive reputation management techniques
- Created visually appealing and high-quality photographs and videos for use in marketing campaigns and on clients' websites
- Collaborated with clients to understand their unique needs and goals and developed customized digital marketing strategies

EDUCATION

UNIVERSITY OF FLORIDA - MASTER'S DEGREE

- Master of Arts in Mass Communication - Digital Strategy
- Honor Society
- 4.0 GPA

UNIVERSITY OF CENTRAL FLORIDA - DUAL DEGREE

- Bachelor of Science in Business Administration - Marketing
- Bachelor of Arts in Visual Design - Web Design
- Achieving Top Search Engine Positions - Education Certificate

