

JEREMY A. WILLIAMS

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SocialMediarology.com

IN BRIEF Expert in developing and executing cutting-edge digital and social media strategies. Proven track record for producing sustainable results for organizations in multiple industries.

EXPERIENCE **Social Mediarology**
Owner, Strategist

Indianapolis, IN
09.2010 - Present

- Targeted Manufacturing markets and Education stakeholders through social media programs
 - Success metrics include increasing average monthly visitors to Facebook page by 650%
- Created and managed content calendar and social media monitoring efforts for clients

Indiana Office of Tourism Development
Interactive Marketing Manager

Indianapolis, IN
03.2009 – Present

- Initiated and implemented social media, web and interactive marketing strategies
- Developed creative interactive marketing solutions to help offset decreased budget
 - Oversaw digital portion of Super 46 Sandwiches promotion in conjunction with Super Bowl XLVI to promote great food in Indiana to Super Bowl Visitors. Drove 135,000 visitors to the site and garnered more than 259,000 votes in one month.
 - Designed and managed innovative Foursquare campaigns for Indiana Tourism driving awareness and foot traffic to destinations in Indiana and resulting in 76% coupon redemption rate
- Managed several social media-centered promotions resulting in increased traffic to website
- Created and managed blog strategy, student and paid bloggers on the Indiana Insider Blog
 - Blog strategy netted nearly 250,000 views in 2011, more than 27% of total web traffic
- Managed budget and project timelines with Agency of Record for interactive projects
- Collaborated with agency of record on search engine marketing/online banner campaigns resulting in nearly 200,000 additional pageviews during 5-month campaign
- Authored Tourism Tech Corner blog to keep industry updated on new interactive trends
 - Blog builds credibility for office and positions IOTD as an industry leader in technology, driving 20,000 visits in two years

Interactive Production Manager

07.2007 – 02.2009

- Spearheaded and managed social media strategy including blogs, Facebook, Twitter, etc.
- Produced monthly email column/blog to help industry with web/Social Media questions
- Implemented website tracking via Google Analytics to analyze success of web strategy
 - Provided monthly recommendations based upon analysis of web statistics
- Transitioned industry to digital document management system (Indiana Tourism Ad Portal)

Production Manager

11.2006 – 06.2007

- Led production schedule for two publications with a circulation of 500,000
- Managed accounts payable/receivable for \$1.8 million account

Paste Media Group
Consultant

Decatur, GA
05.2006 – 11.2007

- Produced quarterly inventory and consignment reports
- Managed interface between Paste and fulfillment warehouse
- Created regular email newsletters to reengage past purchasers

Marketing Assoc., GM – PasteStore.com & Paste Recommends

09.2004 – 04.2006

- Assisted in creation of marketing strategy from ground up, increasing circulation 581%
- Managed e-commerce arm of Paste Media Group: PasteStore.com
- Produced a retail program of listening stations in the top independent record stores
- Secured key accounts, increasing outlets by 400% and returning profits in two months

EDUCATION Bachelor of Science, Marketing with Computer Systems Concentration
Taylor University, Upland, IN (May 2004)

SKILLS Skilled with social media platforms: Facebook, WordPress, Flickr, Twitter, Pinterest, Foodspotting, etc.
Skilled with internet marketing utilities: Google Analytics & Adwords, WebTrends, ExactTarget, Promoted Twitter, etc.
Skilled in Microsoft Office Suite: Excel, Word, PowerPoint, etc.
Working knowledge of HTML and CSS

Experience in designing several WordPress blogs.

**HONORS &
AFFILIATIONS**

Developed and led social media efforts that ranked second out of all 50 State tourism offices (*Gammet Interactive – July, 2009* | [PDF](#))
#20 on list of Top 100 Most Influential Tourism Professionals on Twitter | [October 2011](#) (#21 in July 2011)
Member of Indiana Office of Technology Governance Council: responsible for creating social media and web marketing guidelines for IN.gov and other state agencies
Member of [Indy Social Media](#): Meetings discussing best practices and the future of social media
Charter Member of [ExactTarget](#) 3sixty Live User Group – Indianapolis: Monthly meetings discussing the state of interactive marketing in Indianapolis
ExactTarget CoTweet Certification for Interactive Marketers (*May 2011* | [PDF](#))
ExactTarget Email Certification for Content Creation (*June 2011* | [PDF](#))

SPEAKING

South Shore CVA's Tourism Tech Summit - *Taking on the Tide of Social Media* ([Presentation](#))
Lafayette/West Lafayette CVB - *Strategic Digital Integration for Tourism* ([Presentation](#) - [PDF Article](#))
4sqDay 2011 – *Visit Indiana Foursquare/Leaf Cam Case Study*
ExactTarget Connections 2010 – *Nurturing & Scoring Leads*
Visit Indiana's New Media Workshop – *Visit Indiana Foursquare/Leaf Cam Case Study*
Indiana Scenic Byways Conference – *How to Market using Social and Interactive Media*
Hoosier Hospitality Conferences – *Blogging & Social Media in Tourism panels*