

KELLY R. WILLIAMS

Digital Media Buyer & Data Analyst

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ABOUT ME

I am pursuing a career in data analytics because it uniquely combines my love for problem-solving and creativity. My job responsibilities have varied over my career, but solving complex problems has been at the core of each role. After recognizing the value a strong technical analytics skill set would bring to a digital marketing team, I dove head first into software school where I've learned to work with complex data, draw insights and tell a meaningful story to stakeholders and decision makers.

SKILLS AND QUALIFICATIONS

SQL, Excel, Python, Tableau, Power BI, Google Data Studio, Git, Kanban, Agile, Facebook Ads, Google Ads, Google Analytics, Google Tag Manager, LinkedIn Campaign Manager, Pinterest Campaign Manager, Google Campaign Manager, Sizmek, Pardot, SEMRush, Sprout Social, Microsoft Office Suite

EXPERIENCE

Nashville Software School | Nashville, Tennessee | Jan. 2021 - Present

Data Analytics Apprentice

- Currently enrolled in an intensive full-time bootcamp focusing on hands-on training in Excel, SQL, Power BI, Tableau and Python.
- Utilize real-world data sets to conduct analysis both individually and collaboratively, using data storytelling to present findings to the class.

SELECTED PROJECTS:

- **Lahman Baseball:** Analyzed baseball player, manager and team stats from 1871-2016 using SQL to join over 23 tables.
- **Poetry Kids:** Analyzed poetry written by elementary school students to create an interactive and exploratory dashboard focusing on the relationship between poem emotion and character count.
- **Oxford Comma:** Used Power BI to create a dashboard highlighting trends in preferences and usage of the oxford comma in Americans based on 2014 survey data.

GS&F | Nashville, Tennessee | Aug. 2016 - Jan. 2021

GS&F is a fully integrated advertising agency of 100+ people that works with clients across multiple industry verticals.

Senior Digital Media Planner/Buyer | Sept. 2019 - Jan. 2021

- Developed strategic digital paid media plans that are tailored to meet unique client objectives, such as lead gen, site traffic, awareness, video views and remarketing, and align with outlined KPIs.
- Collected and analyzed data to feed client-facing dashboard reports that detail campaign performance, site analytics and conversion tracking, in addition to insights and optimization recommendations.
- Led ad trafficking and operations for Programmatic, Paid Social, Google Ads and Site Direct campaigns for clients, including pixel and floodlight implementation through Google Tag Manager.
- Oversaw billing for the department to ensure accurate and timely monthly billing, reconciliation and insertion order development.
- Managed workflow and development of junior team members, including daily tasks and growth and development.

Digital Engagement Campaign Specialist | Dec. 2018 - Sept. 2019

- Trafficked and managed over \$3.4MM of paid media for LP Building Solutions, Hunt Brothers Pizza, Salata and Nashville Predators.
- Established digital media ad trafficking process for the company, outlining roles and responsibilities, providing specs by tactic, ad server best practices and reporting expectations.
- Drove over 1,500 MQLs and 250 SQLs for LP lead gen campaigns built in Pardot, exceeding 2019 client goals.

Public Relations Account Executive | Feb. - Dec. 2018

Public Relations Account Coordinator | Aug. 2016 - Feb. 2018

- Served as day-to-day client contact, providing daily proactive and reactive communication regarding active project progress and opportunities.
- Developed social strategy for Hunt Brothers Pizza and LP Building Solutions, outlining approach to content development, channel maintenance and monitoring, and paid media.
- Created monthly, quarterly and annual reports for social media performance, using analytics tools to track against KPIs, pull insights, identify trends and recommend areas of opportunity.

ADDITIONAL EXPERIENCE

University of Georgia Athletic Association (UGAA) | Athens, Georgia | Aug. 2014 - May 2016

The sports communications department is an arm of UGAA and is comprised of sports information directors who are responsible for managing external publicity efforts, maintaining athletics website and content, updating historical records and statistics and producing official publications, such as media guides.

Sports Communications Student Intern

- Supported all media relations efforts for visiting radio, media and TV networks, in the office and on-site, for 11 sports teams..
- Authored original content for the website, including feature stories, biographies, event recaps, through collecting game statistics and conducting interviews with athletes and coaches.

Show Hope | Franklin, Tennessee | June - July 2015

Online Communications Intern

- Supported orphan-care nonprofit's fundraising efforts through keyword research, updating website, social and meta data to align with content strategy, as well as developing original content for the website and social channels.

EDUCATION

Nashville Software School | Data Analytics Bootcamp | Expected Graduation Date April 2021

Nashville Software School | Web Development Jumpstart | March 2020 (HTML, CSS, Javascript)

The University of Georgia, Honors Program | Athens, Georgia | May 2016

Bachelor of Arts in Journalism, Public Relations | Minor: Spanish

GPA: 3.98 | Graduated Summa Cum Laude with Honors