

# William D. Smith

Von-Steuben-Straße 35 K2 • Ansbach, Germany 91522 • smithw8857@gmail.com • +49 162 9533857  
www.linkedin.com/in/smithw8857 • https://smithw8857.github.io/

## Education

### Rowan University

Bachelor of Science, Marketing

Glassboro, NJ

2014

## Technical Experience

Microsoft Excel • Google Sheets • Microsoft Office • Data Analytics • Google Ads • Microsoft Ads •  
Amazon Ads • Google Analytics • GA4 • SEMRush • Database Management • Data Reporting •  
Big Data • Pivot Tables • Power Pivots • Vlookup • Jira • Tableau • MySQL • SQL • Japanese

## Work Experience

### Omnitail

#### SEM Analyst

DuPont, WA (Remote)

August 2022 - March 2023

- Built, launched & managed numerous client search engine marketing accounts across multiple search networks.
- Focused marketing efforts in growing annual client profit as well as tailoring performance to meet additional client requests outside of bottom-line performance.
- Increased year over year profitability of client accounts by up to 20% through account changes made based on analytical findings
- Managed campaign expenses and estimated monthly costs in order to remain within approved client budgets while simultaneously improving overall client margins.
- Executed tests, collected and analyzed marketing data and identified trends in order to achieve maximum return on investment within search engine marketing campaigns and initiatives.
- Led client meetings regularly in order to present current and trending account performance and strategize plans for continued account success and growth.
- Created concise and goal-driven reporting to help illustrate client key performance metrics within the SEM space.

### Sonic Electronix

#### Marketing Data Analyst

Louisville, KY

November 2020 - August 2022

- Managed the Google Ads accounts of Sonic Electronix and its subsidiaries, as well as assisting across other paid search networks.
- Effectively analyzed and forecasted consumer trends, netting \$12.5 million in Google Ads revenue during 2021, increasing yearly revenue by 11%, all while maintaining a \$6.80 return on advertising spend.
- Promoted Sonic Electronix's offerings with the goal of maximizing revenue and brand awareness, contributing to a 20% yearly increase in overall web-driven revenue.
- Drove 5.9 million clicks to the Sonic Electronix website via Google Search Network advertisements in 2021, keeping Sonic Electronix a relevant brand within a competitive market.
- Spearheaded the complete restructuring and cleaning of the Sonic Electronix Google Ads account, allowing for easier data collection and analysis.
- Unearthed weaknesses within accounts through the creation of reports, data visualizations and programs, then strategized and performed the actions needed to improve said shortcomings.

# William D. Smith

Von-Steuben-Straße 35 K2 • Ansbach, Germany 91522 • smithw8857@gmail.com • +49 162 9533857  
www.linkedin.com/in/smithw8857 • https://smithw8857.github.io/

## **Enterprise Holdings Management**

Louisville, KY  
February 2019 - May 2020

- Analyzed branch data and trends to cultivate 15% branch growth within our territory.
- Helped lead a branch of employees and performed back-end operations to ensure branch success.
- Awarded City MVP for exceptional performance 5 times throughout employment.
- Maintained relationships with existing accounts while driving additional account revenue.
- Provided exceptional service and was responsible for city-leading customer service scores in 3 different locations.
- Mastered the organizational, forecasting and communication skills required to efficiently lead a branch and was tasked with managing a team of employees.
- Created methodology to increase branch growth, revenue and customer service while decreasing direct costs.
- Maintained a track record of successful and leading sales numbers within a competitive environment.

## **Pinehurst Toyota Business Development Specialist**

Southern Pines, NC  
March 2018 - November 2018

- Mastered the use of CRM systems to bridge the gap between our business and potential consumers.
- Analyzed customer trends and previous client sales cycles to achieve more than 20% of the Business Development department's sales per month.
- Increased business foot traffic by pursuing new sales leads and scheduling client appointments.
- Researched company products to properly identify client needs and suggest appropriate solutions.
- Provided additional assistance to clients, ranging from customer support to financial assistance.

## **Interac Assistant Language Teacher**

Ibaraki, Japan  
April 2015 - August 2017

- Taught English as a second language to first through ninth grade students.
- Collaborated alongside faculty to provide a fun and immersive learning environment.
- Tutored extracurricular English lessons for students preparing for yearly conversational contests.
- Took on positions at 2 junior high schools and 3 elementary schools over 2 and a half years.
- Attended bi-monthly Board of Education meetings to share teaching insights and techniques with peers.