William D. Smith

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• +1 (201) 739-7626 • www.linkedin.com/in/smithw8857 • https://smithw8857.github.io/

Education

Rowan University   Glassboro, NJ
Bachelor of Science, Marketing   2014

Technical Experience

Microsoft Excel • Google Sheets • Microsoft Office • Data Analytics • Google Ads • Microsoft Ads • Amazon Ads • Google Analytics • Google Analytics 4 • SEMRush • Database Management • Client Facing Reporting • Dashboard Building • Product Feed Management • Big Data • Pivot Tables • Power Pivots • Vlookup • Jira • CRM Systems • LeadLocate • Tableau • SQL

Work Experience

Omnitail   DuPont, WA (Remote)
SEM Analyst   August 2022 - March 2023

- Created, launched & managed numerous client SEM accounts across Google Ads, Microsoft Ads and Amazon Ads.
- Focused marketing efforts in growing annual client profit as well as tailoring performance to meet additional client requests outside of bottom-line performance.
- Managed client product feeds to ensure all necessary client offerings were being advertised.
- Increased YoY profitability of client accounts by up to 20% through account changes made based on analytical findings.
- Monitored monthly budget pacing of clients in order to remain within approved client budgets and improve 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 calls regularly in order to present current and trending account performance and strategize plans for continued account success and growth.
- Created and presented concise and goal-driven reporting dashboards to help illustrate client key performance metrics within the SEM space.

Sonic Electronix   Louisville, KY
Marketing Data Analyst   November 2020 - August 2022

- Managed the Google Ads accounts and product feeds 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.
- Leveraged in-house CRM tools to segment our customer database based on demographics and purchase history, allowing for personalized marketing campaigns, which led to a 30% increase in display advertising engagement.
- 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 dashboards, reports, data visualizations and programs, then strategized and performed the actions needed to improve said shortcomings.

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Enterprise Holdings   Louisville, KY
Management   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.
- Effectively utilized our in-house CRM system to manage client calendars and streamline appointment scheduling, allowing for a much better overall customer experience.
- 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   Southern Pines, NC
Business Development Specialist   March 2018 - November 2018

- Successfully implemented and managed a CRM system (LeadLocate) to streamline sales processes, resulting in improved efficiency and a reduction in administrative workload.
- Utilized CRM data to analyze customer behavior, market trends, & sales performance, providing valuable insights to the sales team. These processes allowed me to contribute to 25% of the BDC's total sales during my tenure.
- 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   Ibaraki, Japan
Assistant Language Teacher   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.