

William Smith

Marketing Manager at AdvertisersMarket Inc. | Ex-Cisco

United States · [Contact info](#)



AdvertisersMarket Inc.



Purdue University

About

Strategic and innovative marketing leader with a successful track record over the past 6 years in driving business growth and increasing brand awareness. Skilled in developing and executing successful marketing strategies, leading cross-functional teams, and utilizing data-driven insights to drive results.

Experience



Chief Marketing Officer

AdvertisersMarket Inc.

Jun 2021 - Present · 3 yrs 1 mo

- Scaled a marketing agency to a team of 20, growing a diverse client base of over 50 companies across various industries.
- Developed and executed comprehensive marketing strategies, including branding, digital marketing, social media, and content marketing, resulting in a 35% increase in average client revenue.
- Led cross-functional teams to deliver integrated marketing campaigns that drove business results, achieving a 40% boost in client engagement.



Cisco

3 yrs 10 mos

Marketing Communications Specialist

Aug 2019 - May 2021 · 1 yr 10 mos

- Created and executed communications strategies that address all relevant internal and external audiences to help drive business objectives, resulting in 121% YoY Growth
- Managed the Cisco Video Portal: Promotions, liaison with the digital team, optimizations.
- Managed all video programs created by Cloud, Enterprise Networks, and the social team

Marketing Specialist

Aug 2017 - Jul 2019 · 2 yrs

- Created thought leadership content in the form of blog series, conversation guides, and graphics
- Collaborated with Cisco IT team to create an interactive journey map to share insights about Cisco's own network transformation

Education



Indiana University Bloomington

Bachelor of Science, Marketing

2013 - 2017