

Demetrius Williamson, MBA

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Creator | Collaborator | Diverse | Writer | Storyteller

Professional Summary

A creative mind with a strong history of outstanding levels in business development, customer/consumer engagement, and nurturing cultural core values, while retaining the ability to take risks.

Diversified background in strategic marketing; distinguished from an entrepreneurial mindset. Offers innovative solutions to problem-solving and operational challenges. High relevancy for personnel management. Someone who implements effective, data-driven decision-making strategies for solutions.

Excellent instincts in transforming branding strategies into competitive initiatives. Keen attention to detail and unwavering commitment to deliver value to employees, customers, and consumers. Collaborative team player, adaptable and motivational leader with effective cross-functional skills. Contributes to culturally relevant work. Ability to excite others through vision, ideation, development, and principle.

Professional Experience

Marketing & Brand Consultant
Research Class, Los Angeles, CA

6/2019 – Present

As a marketing consulting, media production and publishing brand, Research Class was created to progress innovative business growth, creative projects, and production while building personable relationships. Developing marketing strategies based on commissioned business needs and cultural initiatives. Detailed understanding and utilization of social media platforms and their impact on brand marketing, while incorporating experiences from working closely with clients to create effective campaigns and launch initiatives. Manage projects from start to finish

- Writing focused on concise and engaging material for different markets
- Presenting various options to clients (ideas, samples, treatments)
- Understanding of user experience and user research
- Support client relationships directly, including effectively communicating complex ideas and proposals, leading client meetings, driving campaign production, and researching new opportunities
- Organize and maintain online project management tools and project timelines
- Data & performance analysis
- Produce content for various social media platforms

Sr. Network Marketing Manager
Union Pacific Railroad, Omaha, NE

11/2017 – 5/2019

As Sr. Network Marketing Manager, my proficiency derives within multiple marketing strategy points: B2B, B2C, relationship marketing, 360° marketing, content marketing, inbound marketing. A role that leads a team during the creating solution process for external, world-class industry partners who solicit the need for product and service distribution by rail. Transforming those plans into continual engagement nationally. Find, manage and evaluate approx. 30 accounts across the Northern, Southern and Western states incl. border interchanges of Mexico and Canada.

- Created and implemented one of Union Pacific's marketing campaign of 2018 ("Second Week Program") with emphasis in behavioral, agile and touchpoint marketing strategies.
- Organized content with senior-level directors on identifying risk indicators through customer feedback
- Schedule and manage project team meetings, document decisions, action items and follow up on assignments
- Implemented Lean Business Development principles with customer feedback, increasing on-time performance satisfaction rate from 81% to 95%. Awarded Extra Mile Award from EVP in recognition.
- Support client relationships directly, including effectively communicating complex ideas and proposals, leading client meetings, driving campaign production, and researching new opportunities

Sr. Premium Accounts Manager - Operations

4/2016 – 11/2017

Union Pacific Railroad, Portland, OR – Oakland, CA – Salt Lake City, UT

An efficient cross-functional liaison between customers and Union Pacific's 3 Western region offices. Daily functions involve managing workflow, personnel management, create regional reports/timelines for upper-management deliverables. Also, research of product offerings and competitor price points, tracking key milestones, and continuous employee relationship building. Other primary focuses include capacity planning, KPIs, resource planning, schedule management, producing continual on-time performance (SLAs) to the customer, and maintaining strong relationships with stakeholders of customers as a brand ambassador.

- Project management on an 18-month system improvement project using automated technology at Portland's largest multi-lane Intermodal facility.
- Co-Created 2 training modules for field managers
 - Effective Communication- 4-hour course
 - Performance Review- 2-hour course

Manager of Territory Operations

6/2011 – 4/2016

Union Pacific Railroad, Portland, OR

The role was responsible for identifying new business ideas, project management, critical decision-making, cross-functional management, creating progress reports, and personnel scheduling. Managed relationships with competitors, 125 direct reports, and large revenue customers. Developed service knowledge campaigns to present deliverables to current & future customers. Cultivated close and productive relationships with auto giants such as General Motors, Toyota, Tata Motors, and Ford Motors. Developed material on target markets and potential growth. Managed employee schedules and administrative adjustments.

Brand Marketing Contributions

Jordan Brand, Portland, OR

Collaborated with senior leadership within the Jordan Brand entity of Nike, Inc. for **5+ years**. Efforts included strategy and ideation within the grassroots, collegiate, and professional basketball divisions. Providing visual and written treatments for athlete campaigns and collegiate programs in the NCAA.

Athlete, Leadership, Character

Chinese Basketball Association, China

Began professional career at the shooting guard position during the pre-season of the CBA season in 2010.

NCAA Division I Basketball, University of Missouri – Columbia / Niagara University (NY)

Began collegiate career as a two-sport athlete at the University of Missouri in the Big-12 Conference. Later, transferring to Niagara University in New York with an athletic career in basketball that included being a 3-year letterman, 3x All-Academic honors, 2x team captain, and 1x Co-Sixth Man of the Year in the MAAC Conference.

MAAC Conference Student-Athlete Advisory Committee
Niagara University's Ockerman Award Recipient, 2010

Congressional Black Caucus, Volunteer (2012-2016)
United Way, Volunteer (2011-2017)

Skills

- › Leadership Development
- › Business Planning and Operations
- › Video Production
- › Writing Procurement, Editing, Publishing
- › Project Management
- › Business Development, Partnerships
- › Metrics Analyzation
- › Storytelling
- › Brand Strategy & Marketing
- › Budgeting

Education

Niagara University (New York)

Master of Business Administration (MBA) – Strategic Marketing, 2010
Bachelor of Science (Cum Laude) – Commerce Marketing, 2009

Bakersfield College (California)

Associates Degree of Liberal Arts, 2007

University of Missouri, Columbia

Pre-Business, Trulaske School of Business, 2005