

Demetrius Williamson, MBA

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Creative | Collaborative | Detail Oriented | Diverse | Writer | Storyteller

Professional Summary

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

Diversified background in strategic direction and creative problem solving; distinguished from an entrepreneurial mindset. Offers innovative solutions to marketing and operational challenges. High relevance in personnel management, strategic problem solving. Implements effective, data driven decision-making 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 liaison, Research Class was created to inspire innovative product/business growth while building personable marketing strategies. Developing marketing strategies based on 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 short focused, 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 tool and project timelines
- Digital marketing / content marketing
- 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 which 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 (Operations) Manager

4/2016 – 11/2017

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

An efficient cross-functional liaison between customer 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

Role responsible for identifying new business ideas, critical decision-making, coordination with network dispatching, creating progress reports, personnel scheduling and project managing. Managed relationships with competitors, 125 direct reports and large revenue material handling. Development of service knowledge to present deliverables for operational advisements to customers. Cultivated close and productive relationships with auto partner sites for auto off loading facilities for General Motors, Toyota, Nissan, Ford. Required coordination in top-to-top relationship form to create and present material on target markets and potential growth. Managed employee schedules and administrative adjustments.

Sports Marketing Contributions

Jordan Brand, Portland, OR

Collaborated with senior leadership and director level individuals within the Jordan Brand entity of Nike, Inc. for **5+ years**, pro bono. These efforts included external advisement and consulting for most-effective brand sponsorship of collegiate programs in the NCAA and expanding visibility in amateur fields. Participated in visual and written (storytelling) treatment for athlete commercial campaigns and activations in the basketball sector.

Athlete, Leadership, Character

China Basketball Association, Tianjin, CN

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 to continue education and athletic career as a 3-year letterman, 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

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| • Leadership Development | • New Business Development, Partnerships |
| • Logistics Management | • Metrics Analyzation |
| • Social Media Producer | • Presentation Skills |
| • Business Planning and Operations | • Brand Strategy & Marketing |
| • Project Management | |

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