

# **Demetrius Williamson, MBA**

*Competitive athlete renewed as a diverse business professional, building powerful relationships...*

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## **Business Marketing Professional**

Creative | Collaborative | Detail Oriented | Diverse | Analytical | Attentive | Achiever

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### **Professional Summary**

A creative with a strong history of achieving outstanding levels in business development, increasing customer/consumer engagement and yielding results within deadlines; while maintaining the ability to take risks.

Diversified background in strategic direction and creative problem solving; distinguished from an entrepreneurial mindset. Offers innovative solutions to marketing challenges. Relevance in personnel management, scheduling and budget control. Implements effective 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 shareholders. Collaborative team player, adaptable and motivational leader with excellent cross-functional skills. Contributes to culturally relevant work. Ability to excite others through team development and lean management principles.

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### **Teamwork, Leadership, Character**

#### *Athlete*

**China Basketball Association**, Tianjin, CN

**NCAA Division I (D-I)**, University of Missouri – Columbia / Niagara University (NY)

Began collegiate career as a two-sport athlete at the University of Missouri in Columbia in the Big-12 Conference. As a track & field and basketball athlete, developed leadership skills, teamwork, persistence and perseverance while competing against a collection of the best athletes in the country.

Later, transferring to Niagara University in New York to continue education in an esteemed MBA program in the New York State as well as an athletic career as a 3 year letterman, 2x team captain and 1 time Co-Sixth Man of the Year in the MAAC Conference, scoring a cumulative of 766 points in just 3 seasons and finishing top-10 in three-point field goals made in the school's 88 year history.

MAAC Conference Student Athlete Advisory Committee (SAAC)

Niagara University's Ockerman Award Recipient, 2010

Niagara University MBA Program Marketing Campaign, 2010

Ronald McDonald House of Mid-Missouri, Volunteer

Black Business Students Association, Member

University of Missouri Athletic Alumni Association

NU Athletic Alumni Association

Congressional Black Caucus,

United Way, Volunteer

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### **Sports Consulting & Advising (Pro Bono)**

#### *Jordan Brand (Nike, Inc), Portland, OR*

Collaborated with senior leadership and director level individuals within the Jordan Brand entity of Nike, Inc. for 5+ years. These efforts included external advisement and consulting for most-effective brand sponsorship acquisitions of collegiate programs in the NCAA, expanding visibility in grassroots and amateur fields and propelling company offerings strategically. Participated in visual and written (storytelling) treatment creation for athlete commercial campaigns and also for 2 campaign activations in the basketball sector.

## Professional Experience

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### 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, tier 0 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; guaranteeing better on-time delivery percentages of customer product.
- Organized content with senior-level directors on identifying risk indicators through customer feedback
- 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.

### 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.
- 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, prioritizations and delivery methods for train and locomotive operations in logistical aspects, including 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.

## Skills

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- Leadership and Staff Development
- Logistics Management
- Brand Marketing
- Business Planning and Operations
- Project Management
- Metrics Analyzation
- Brand Strategy
- Strategic Planning
- Strategic Direction
- New Business Development, Partnerships
- Presentation Skills

## Education

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### 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