

CJ WILLIAMS

MARKETING DIRECTOR & UX PROFESSIONAL

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Website

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TO

Hiring Manager

FROM

CJ Williams

Chicago, IL 60647



Twitter

@s1lencek1lls



Facebook

/cjwilliamsissilence



LinkedIn

/cjwilliamsworks

Expertise:

- Marketing
- Technical SEO
- Branding
- Design
- Front End Development
- Audio / Video Production

Tools:

- Adobe Creative Cloud
- MS Office 365
- WordPress
- WooCommerce
- SEMrush
- Google (Ads, Analytics, Search, My Business, Merchant Center, and Shopping)
- VS Code
- HTML, CSS, JS, Vue.JS, Nuxt.JS
- Email Marketing Platforms

Hey, I'm CJ! I am a marketing director, designer, front-end developer, currently in Chicago. I've got over 16 years of experience in digital marketing, UX/CX, design, web development. I've worked across many industries, including higher education, biomedical, industrial supply, food & beverage, along with a wide range of startups.

Peoples who have worked with me often call me a Swiss army knife for the marketing department. I'm an ideal fit for a start-up culture that needs a person that can do a lot of things well and can juggle peripherally while still staying locked in on what's ahead. I can juggle a lot of responsibilities peripherally while still staying locked in on the bigger picture ahead. My technical background allows me to effectively talk dev talk to the dev team, design to the design team, and marketing talk to whoever is cutting the budget check. Formulating a cohesive message that tells a brands story through all of these internal interactions can be difficult at times but done successfully you are able to have the only conversation that matters – the conversation between a brand and its customers.

Most recently, I led the launch of Hoists.com to a reach of 14k visitors in its first two quarters. On an average monthly budget of \$2k, our paid campaigns netted 18k clicks, 1.8M impressions at an average of \$0.70/click. We have generated over \$190k in revenue in the first two quarters.

With its sister company, Sievert Crane & Hoist, I inherited several bloated Google Ads campaigns. I was able to reduce our monthly spend by 53% and cost per click by 89%, while increasing clicks by 326% and impressions by 1.9k%.

Outside of work, I am a die-hard White Sox fan, passionate home chef, music producer, stand-up comic, and pretty OK multi-"sport" "athlete". I enjoy staying active, practicing Spanish, playing ball, watching cartoons, hanging out at the arcade and volunteering time to empower small, locally-owned businesses with currently marketing skills, website management, and branding.

I look forward to bringing strong leadership, true authenticity, passion, and determination to a team that shares common goals, ethics, and core values. Bad puns and dad jokes included, sorry.

Thanks for your time and consideration. I look forward to speaking soon.

Sincerely,

CJ Williams

Marketing Professional & UX/UI Developer