

# CJ WILLIAMS

UX DESIGNER, FRONT-END DEVELOPER, MARKETER

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TO

Hiring Manager

FROM

CJ Williams

Chicago, IL 60647



**LinkedIn**

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## Expertise:

- UX/UI Design
- Front-End Development
- Digital Marketing
- Technical SEO/SEM/PPC
- Branding
- Digital and Print Design
- Audio / Video Production
- Project Management
- Product Development

## Tools:

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

Hey, I'm CJ! I am a UX/UI designer, marketing director, and front-end developer in Chicago. I've got over 16 years of experience in digital marketing, UX/CX/UI Design, Technical Marketing, Branding, and Web Development. I've worked across many industries over the years, including e-commerce, higher education, SaaS, biomedical, industrial supply, food & beverage in both B2B and B2C facing roles.

- 10+ years in front-end development
- 12+ years in UX/UI design
- 20+ years in Adobe CC/CS
- 12+ years in Digital Marketing
- 18+ years in Branding and Brand Management
- Google Career Certificates in UX Design and Digital Marketing

Currently, I am working full-time at Greenridge Farm since December of 2022. In that time I have implemented practices and strategies that have led to an increase in traffic from the previous quarter by 97%. Online sales have increased by 397% year-over-year. On a budget limited to \$2.5K/qtr. We have driven 500K impressions and 4K clicks via paid campaigns. Prior to Greenridge, I lead the Launch of Hoists.com to a successful first year with 28k site visitors, generating \$750k in sales. My PPC strategies lead to over 5M impressions, delivering at an average of 70¢/click.

Currently, I am leading creative brand redesign, UX Design, and Development for a better web experience that will launch in July. While I wear many hats, my previous experience has allowed me to move autonomously in implementing best practices and strategies to help this brand succeed as we move toward the entire rebrand launch and leave the company in a successful position upon my departure.

I am currently seeking other opportunities due to a change in circumstances, and while I remain on good terms at the office, I don't feel that this role aligns with my long-term goals. I hope to transition my diverse skillset accumulated over the course of my career to a role specifically focused on creating great interactive experiences for customers.

Please feel free to reach me with any questions you might have, and I will look forward to speaking soon.

Cheers,

**CJ Williams**

UX Systems Designer, Front-End Developer, Marketing Nerd