

- Melissa Williams -

Toronto, ON

E: hello@melissawilliams.me

www.melissawilliams.me

Intro

I have experience in developing marketing campaigns which resulted in increased account sign-ups, MQL leads, clients and business growth, while sticking to budget and maintaining positive ROI. This was achieved through working cross-functionally, managing external contractors, partnerships and vendors. My strongest assets are my organized nature, attention to detail, hunger for optimization, strong analytical skills and creative thinking. Passion fuels my drive to excel, with the mantra - if you're not first you're last.

Work Experience

Firmex, Toronto, Ontario

Senior Manager, Demand Generation

January 2022 – Present

Demand Generation Manager

December 2017 – December 2021

- Built out a go to market plan in a new vertical, educated executives and sales team members, and executed campaign plan, leading to over 80,000 USD in new sales in 2020 and 30% growth for 2021
 - Defined industry targeting, and trained a direct report who built lists of target accounts for 1:1, 1:few and 1:many campaigns, to achieve 27 new enterprise opportunities (with a 15% close rate)
 - Developed campaign strategy and worked with other marketing team members to execute digital ads (LinkedIn), content (such as competitor 1-pagers, industry specific pages, sales training pieces) and creative components of the campaign
 - Interviewed clients to understand pain, value and use cases to gain insight to build campaign plan and train sales on new vertical
 - Managed budget for campaign gifting, incentivisation and digital ads (~ \$30,000)
 - Reporting on campaign performance to sales team and company executives, through creating salesforce reports, dashboards and excel models
 - Forecasting sales team account/contact prospecting requirements, and creating sales funnel model to establish benchmarks (calls, emails, meetings, connected rates, etc) to meet BDR team targets
 - Analyzing buyers journey & sales funnel to decide on target areas for optimization and increase revenue in target vertical
- Owned our largest vertical; from campaign strategy to execution, working cross-functionally, to increase bookings by 80% YOY 2017-2019 and achieve positive ROI
 - Ran weekly meetings with the BDR team to discuss outbound campaign performance and optimization
 - Worked with multiple stakeholders, to implement a new sales automation tool, to increase sales efficiency, data collection and reporting functionality
 - Managed cross functionally to implement new data recording and reporting, in order to track the success of campaigns and improve efficiency
 - A/B tested email copy and campaign outreach techniques, to achieve email open rates over 55% and reply rates over 12%
 - Managed 2 reports who created lists of target accounts and contacts for campaigns that sales ran to generate over 200 new clients
 - Built a program to generate new business from current clients, achieving an account to opp rate of 20%
 - Reported to senior executives on campaign performance, success and areas of improvement
- Designed and implemented an MQL program that generated over 340 qualified leads for sales and over \$10,000 in bookings (in the first year)
- Built an email campaign that drove over 500 downloads of a new content piece, on the first day

- Wrote the winning entry for the Stevie Awards; won a Gold Stevie for Front-Line Customer Service Team of the Year - Technology Industries & a Bronze Stevie for Best Use of Customer Insight

**Firmex is a B2B SaaS product, in the virtual data room market, used by over 120,000 clients world-wide to share confidential documents in secure financial transactions.*

FHMatch, Toronto, Ontario

April 2015 – November 2017

Content Marketing Manager

- Managed ghost writers and promoted content across social media channels which drove over 1,500 visitors to the site per week
- Developed and grew a partnership with wikiHow, where I managed a team of articles reviewers. The partnership resulted in a 2% increase of Domain Authority and traffic for FHMatch.com
- Created channel specific social media strategy and grew social platform pages from inception to over 50,000 followers (Facebook, Twitter, LinkedIn, Instagram, Pinterest & YouTube)
- Managed marketing budget and campaigns, from strategy to execution and optimization across social media sites (Facebook, LinkedIn, Twitter), adwords, YouTube ads, print (magazine), trade shows and email marketing, resulting in hundreds of new site sign ups each month
- Examined how users convert in Google analytics through metrics such as bounce rates and demographics, I was able to make changes to ads and increase conversion rates by 35%
- Worked with A/B test campaigns to find ads that convert better and improve click rates by 20%
- Managed affiliations with over 20 organizations which resulted in a 50% increase in site sign-ups
- Oversaw vendors day-to-day operations to ensure compliance with deadlines and execution of milestones to increase site SEO and develop new site features
- Designed and executed event strategy to grow our email mailing list to over 20,000 subscribers

**FHMatch is a business management and marketing platform to connect fitness, health & wellness professionals with new clients to chat, book, pay, invoice and market their business.*

Education

Richard Ivey School of Business (Western University), London, Ontario

April 2015

Honours Business Administration (HBA)

Other Activities, Skills & Interests

Fitness Influencer (Instagram)

2014-2017

- Published daily fitness related content which grew my following (17,000 followers) which led to obtaining compensation for promoting other companies

Tech Skills – Pardot, Salesforce, Groove, SalesLoft, Sendoso, Sales Navigator, ZoomInfo, Adobe Suite (Photoshop, Illustrator, Flash, InDesign, Dreamweaver), Microsoft Office, HTML, CSS, Jira, SQL, Sequel Pro, Google Analytics, Mailchimp, Cloudinary, Sparkpost, Stripe

Skills – ABM, outbound marketing, PPC, SEO, marketing communication, email marketing, social media marketing, event marketing, QA testing, UX & UI design, graphic design, basic coding/database/server knowledge

OPA (Ontario Physique Association), Provincially Qualified Competitor

2014-2016

Ivey HBA Marketing Club, Member

2013-2015

Ivey HBA Professional Communications Club, Member

2013-2015

Interests – fitness, food, health, nutrition, functional medicine, weight lifting, competitive kayaking, dogs