

CJ WILLIAMS


DIRECTOR OF E-COMMERCE & DIGITAL MARKETING

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 **Portfolio**
hirecj.com

SOCIAL

 **LinkedIn**
/cjwilliamsworks

 **GitHub**
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 **Codepen**
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EDUCATION

Treehouse Academy
Front-End Development Techdegree
teamtreehouse.com
2013 - 2015

Montana State University
Graphic Design & Music Technology
Bozeman, MT
2003 - 2008

SKILLS

- E-COMMERCE OPERATIONS
- TECHNICAL SEO / SEM / PPC
- AGILE PROJECT MANAGEMENT
- SEMRUSH / AHREFS / HUBSPOT
- GOOGLE ADS / ANALYTICS / SEARCH
- BRANDING / CREATIVE DIRECTION
- UX / UI / PRODUCT DESIGN
- HTML / CSS / JS / VUE / NUXT
- ADOBE CC / FIGMA / WEBFLOW
- TESTING / ITERATIVE DESIGN

CERTIFICATIONS

- GOOGLE UX DESIGN
- GOOGLE E-COMMERCE
- ADVANCED GOOGLE ANALYTICS
- CERTIFIED NUXT MASTER
- HUBSPOT INBOUND

PROFILE

Dynamic E-Commerce Director with over 14 years of expertise in driving brand awareness, generating sales, and increasing revenue in many sectors. Proven success in building from the ground up, and implementing effective growth strategies. My versatile technical background in UX/UI design, front-end development, and E-Commerce allows me to communicate seamlessly in cross-functional teams making me an ideal fit for startup leadership and growth stage roles.

EXPERIENCE

Greenridge
Director of E-Commerce & Digital Marketing Dec 2022 - Dec 2023

- Implemented user-centered design systems and user-flows, streamlining user journey to purchase resulting in a 420% increase in online sales, year-over-year
- Executed advanced digital marketing strategies and digital product best practices, leading to a 230% increase in unique visitors and a 600% boost to organic traffic
- Championed company rebrand - personally designing the new logo, packaging templates, and complete digital transformation of the e-commerce platform

Hoists.com
Director of E-Commerce & Digital Marketing 2020 - 2023

- Led digital transformation of static product data by interpreting personas, user flows, prototypes, user research, and development generating \$750k in its first year
- Managed the information architecture of a dynamic product catalog containing 3,500+ unique SKU configurations, resulting in a 340% increase in product visibility by dynamically feeding Google Merchant Center and ERP integration strategies
- Successfully scaled from a department of 1, generating 5 new roles within the company while introducing SOPs, user-testing, and department training programs

SilenceKillsDesign
Senior Marketing Expert & Software Developer 2006 - 2012 | 2015 - 2020

- Developed responsive admin and end-user experience for Oracle-integrated SaaS applications, resulting in 30% annual savings attributed to seamless design, data validation, and address verification technology
- Transformed a dated B2C e-commerce site, leading to a 210% increase in unique site visits, 85% reduction in bounce rate, and 45% fewer cart abandonments
- Closely managed a clientele of over 20 brands and organizations while managing mentoring a team of two junior staff designers, emphasizing small business growth

Xtant Medical
Digital Marketing Manager 2012 - 2016

- Owned brand redesign and growth marketing for post-\$86M acquisition of another medical devices company, seamlessly merging aspects of both brands' visions
- Developed and managed public-facing website and internal sales portal, optimizing sales team effectiveness and contributing to a 5% growth in market share.