

Rosemary Williams

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Goal

Impactful senior content strategy and marketing role to help drive business, define strategy and flawlessly execute editorial.

Highlights

10 years+ experience in content strategy and content marketing, leader of teams, voice and tone expert, content strategy evangelist. My LinkedIn profile features coveted references from highly-respected professionals, including my former managers, as well as those who reported to or worked alongside me.

Career Brief

2017- Present VP, Content PointOne Digital	Most senior team member in a nimble experience design startup. Soup-to-nuts responsibilities focused on client satisfaction and growth. Clients: Merrill Corporation, JFK University, Ecolabs, Central One Credit Union.
2016-2017 Director, Content Strategy Ebates	Drove communication strategy to bridge the gap between C-level executive goals and marketing team leader execution. Created new help center, revamped email strategy, created sharable marketing assets to pivot the brand.
2012-2016 Associate Director, Content Strategy Razorfish	West Region Content Lead, responsible for pitches, planning, strategy and editorial. Managed multi-disciplinary teams of writers and UX professionals. Clients: HPE, Visa, Nike, Microsoft, Wells Fargo.
2008-2012 Content Strategist / Copywriter Organic	Sole content professional in the office, responsible for content strategy and editorial on highly-complex, multi-year projects featuring complete brand repositioning. Clients: Hilton Worldwide, Bank of America.
2006 – 2008 Manager, Site Merchandising StubHub	Responsible for managing the site as a marketing channel, capturing sales and branding opportunities. Started at a time when the company was virtually unknown, contributing to disruptive expansion and, ultimately, to acquisition.

Education

BA, Liberal Arts, History minor, San Francisco State University