

# ISAAC WILLIAMS

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(716) 417-9332  
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## SUMMARY

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I am a self-motivated, results-oriented marketing director with over ten years of experience. I have successfully led integrated marketing campaigns and managed web presence, resulting in increased website traffic, improved social media engagement, and higher conversion rates. I am directing a team of communications professionals, overseeing digital advertising initiatives, cultivating relationships with external partners, and delivering detailed reports to inform strategic decision-making at Daemen University.

## EXPERIENCE

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### **Director of Multimedia and Digital Strategy (June 2020 – Present)**

#### **Daemen University**

Daemen University is a private college with an annual enrollment of 2,700 students, over 65 different academic majors, and many clubs and organizations.

- Direct and supervise a team of communications professionals, including a Communications Specialist, a Videographer, and a graduate assistant, to develop and execute comprehensive multimedia campaigns that promote the university's brand across various channels.
- Manage the university's digital advertising initiatives, leveraging platforms like Facebook, Google, LinkedIn, Instagram, and TikTok to reach targeted audiences and drive engagement with the university's programs and services.
- Cultivate relationships with external partners, negotiating contracts with broadcast TV, streaming TV, newspaper (Buffalo News and Business First), and radio outlets to ensure maximum exposure for the university's marketing efforts.
- Develop and deliver detailed reports that track the effectiveness of the university's advertising campaigns, providing analysis and insights that inform strategic decision-making and drive ongoing optimization of marketing efforts.
- Oversee the allocation of the university's advertising budget, ensuring that all initiatives are aligned with the university's overall goals and objectives and maximizing the impact of each dollar spent.
- Member of the university's Emergency Response Team.

### **Web Marketing Manager (March 2013 – May 2020)**

#### **Daemen University**

- I spearheaded the development and execution of comprehensive, integrated marketing strategies that effectively increased website traffic, social media engagement, and conversion rates across multiple digital platforms.

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- I created compelling digital marketing collateral to support the university's annual giving campaigns, including email campaigns, social media content, and website copy.
- Established and maintained strong working relationships with key departments across campus, collaborating with colleagues to identify and meet digital communication needs and ensure consistent messaging across all channels.
- I managed and optimized the university's web presence, overseeing website design and functionality, content creation, and search engine optimization (SEO) efforts to improve user experience and drive online conversions.

**Web Marketing Manager** (April 2009 – October 2012)

**Search Engine Optimization Specialist** (October 2012 – March 2013)

## Marcone

Marcone is a privately held company that exports appliance parts to clients in 120 countries around the globe. Responsibilities included:

- Managing website content.
- Overseeing social media accounts.
- Creating and sending targeted email campaigns to drive sales and engage customers.

## EDUCATION

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**Master of Science in Sports Industry Management, 2019**

Georgetown University, Washington, D.C.

**Master of Fine Arts in Media Design, 2011**

Full Sail University, Winter Park, Florida

**Master of Business Administration (MBA), 2009**

The University of Phoenix, Phoenix, Arizona

**Bachelor of Science in Business Administration, 2007**

The University of Phoenix, Phoenix, Arizona

## AFFILIATIONS

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- Daemen Campus Standards Board (CSB) Member
- Middle States Self Study Co-Chair
- HighEdWeb Annual Conference Co-Chair
- American Marketing Association Member
- PRSA Member