

John Heflin Williams

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Objective

To secure a web design/development position at an innovative organization where my creative and technical background will be utilized and where I'll have the opportunity to gain more experience in online marketing, including analytics data analysis and strategy, SEO/SEM, web trending and social/emerging media.

Professional Experience

NEW BRUNSWICK SCIENTIFIC (Eppendorf AG)

Marketing Communications Specialist

Edison, NJ; 2009-Present

Integral role in marketing team responsible for print/online/tradeshows creative. Developed marketing strategy for product launches, coordinated advertising campaigns and promotions.

- Wrote copy, produced graphics, created interactive/static media, defined objectives for product photo shoots
- Identified and assessed web 2.0 marketing opportunities within the biotech industry and the scientific community at large
- Worked with upper management to establish new corporate identity standards currently under implementation worldwide
- Collaborated with company offices around the world to deliver consistent marketing and promotional materials

AUTHENTIK LANGUAGE LEARNING RESOURCES, LTD.

Enterprise Management Consultant

Dublin, Ireland; 2008

5-month team project researching and developing a strategy to improve company's U.S. market penetration.

- Provided actionable, timeline-based strategic recommendations supported by extensive market research and analysis
- Offered data-driven insight on sales and distribution models, a potential target market, and how to enhance product value
- Provided detailed, scenario-based financial analysis and projections through 2012

MAYR COMMUNICATIONS, INC.

Principal Graphic Designer

Ridgewood, NJ; 2003-2007

Personally responsible for visual creative of all company projects; managed one other in-house designer.

- Cultivated direct-dial relationships with executive-level contacts at client organizations in a variety of industries
- Designed and launched a multibillion-dollar pharmaceutical company's new investor relations website
 - Streamlined users' experience and ease-of-access; improved brand consistency and recognition
- Maintained a national association's consumer education website for 5 years
 - Drove traffic through coordinated print and online marketing campaigns
- Consistently managed 12+ projects simultaneously, with 100% on time delivery performance

FREELANCE GRAPHIC DESIGNER

2001-Present

Designed branding, marketing and advertising materials (print and electronic) for local businesses.

- Successfully self-marketed through online resources, networking and referrals

Education

International MBA

Temple University, The Fox School of Business and Management

Philadelphia, PA / Tokyo, Japan; 2008

Ecole Nationale des Ponts et Chaussées

Paris, France; 2007

Bachelor of Arts – Major: French; Double Minor: Computer Art & Design, Theatre Arts

Jacksonville University

Jacksonville, FL; 2002

Additional Capabilities

SOFTWARE EXPERT

- Adobe Creative Suite 4 (InDesign, Photoshop, Illustrator, Flash, Dreamweaver)
- QuarkXPress 7.5
- Adobe Acrobat 9 Pro
- ConstantContact e-marketing software
- Google SketchUp
- MS Office (Word, Excel, PowerPoint)

FLUENT IN WEB DESIGN, MAINTENANCE & MANAGEMENT

- HTML, DHTML, CSS
- Drupal 6 site development and custom theming
- Wireframing
- SEO
- Google Analytics
- WebTrends 7

EXPERIENCE PROGRAMMING FOR THE WEB

- PHP database-driven site development
- XML (including Flash integration)
- ActionScript 3

LANGUAGES

- Professional Working Proficiency French (*Native English*)