

nicole williams

GROWTH MARKETING | DEMAND GENERATION | MARKET OPS | AI | DIGITAL STRATEGY

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PROFESSIONAL SUMMARY

Healthcare growth and digital transformation leader with 20+ years of experience helping complex organizations increase patient access, strengthen provider visibility, modernize digital ecosystems, and improve marketing performance through data-driven strategy.

Experienced partnering with executive leadership, physician groups, Revenue Operations, Business Development, and IT to align marketing investments with organizational growth. Proven success leading enterprise initiatives across 31 hospitals, driving measurable improvements in patient acquisition, reputation management, analytics, AI adoption, digital governance, and operational efficiency.

PROFESSIONAL EXPERIENCE

WVU MEDICINE

Digital Strategist (Enterprise Growth Marketing) | November 2021 - June 2026

Led enterprise digital strategy supporting a 31-hospital integrated health system, partnering with executive leadership to improve patient acquisition, physician visibility, service-line growth, consumer engagement, and digital transformation initiatives. Served as the strategic bridge between Marketing, Revenue Operations, Business Development, IT, and clinical leadership to align digital investments with organizational priorities.

Key Achievements

- Directed enterprise digital growth strategy across paid media, search, local marketing, reputation management, analytics, AI, and marketing technology supporting patient acquisition and service-line growth initiatives.
- Developed enterprise SEO, GEO, and AEO strategies by strengthening structured content, entity optimization, local search authority, provider data governance, and AI search visibility.
- Built one of the nation's largest healthcare reputation management programs governing 4,823 Google Business Profiles and 3,412 provider listings, increasing patient reviews from fewer than 500 to more than 12,500 while improving average ratings from 2.8 to 4.93 stars.
- Implemented enterprise marketing attribution and patient access analytics measuring more than 40,000 patient interactions monthly, providing executives with visibility into acquisition performance, channel effectiveness, and consumer demand.
- Partnered with Revenue Operations and Business Development to develop executive dashboards, performance reporting, and funnel visibility that connected marketing activity with patient demand, provider growth, and service line priorities.
- Owned data-driven executive reporting frameworks that provided leadership with consistent visibility into marketing performance, campaign effectiveness, acquisition trends, and operational KPIs, reducing manual reporting effort by approximately 40-60% through automation and AI-assisted analytics.
- Directed enterprise digital transformation of the health system's web ecosystem, consolidating more than 5,000 webpages into approximately 1,000 while improving governance, provider search, patient experience, Epic integration, accessibility, and long-term scalability.
- Developed predictive audience targeting strategies using EHR diagnosis data, AI-assisted analytics, and marketing technology to identify high-value patient populations and improve acquisition efficiency.

EXECUTIVE SNAPSHOT

- 20+ Years Leading Growth Across Healthcare, Senior Living, SaaS & Enterprise Organizations
- Enterprise Marketing Strategy Across 31 Hospitals
- Patient Access & Consumer Growth
- Executive Partnership with Revenue Operations & Physician Leadership
- \$500K-750K Annual Marketing Investment
- AI & Digital Transformation
- Healthcare Reputation Strategy
- Marketing Analytics & Executive Dashboards
- Website Modernization & Digital Governance
- Cross-functional Leadership Across 24 Teams
- Speaker: Connected Healthcare Summit

OHIO LIVING

Corporate Manager of Digital Marketing | May 2019 - August 2021

Directed enterprise digital strategy supporting one of the nation's largest senior living healthcare organizations, improving resident acquisition, digital operations, analytics, marketing automation, and executive reporting across distributed regional teams.

Key Achievements

- Directed enterprise digital marketing operations across 24 distributed marketing teams comprising 47 marketing professionals.
- Developed and executed integrated growth marketing strategies spanning SEO, email marketing, social media, display advertising, and digital acquisition initiatives.
- Built analytics and attribution frameworks using data modeling and web analytics platforms to measure campaign effectiveness, ROI, and KPI performance.
- Delivered executive-level reporting, strategic recommendations, and performance insights to C-suite leadership and board stakeholders.
- Served as HubSpot SuperAdmin supporting approximately 120 platform users, overseeing enterprise marketing automation, CRM governance, workflow architecture, lead nurturing programs, chatbot integrations, and reporting infrastructure.
- Led website administration and optimization initiatives for a Ruby on Rails platform, requiring ongoing technical development and digital experience management.
- Administered enterprise intranet infrastructure supporting organizational communications and digital asset management.

INSILICO MEDIA GROUP

Founder & Owner | December 2011 - December 2018

Founded and scaled a digital marketing consultancy providing growth strategy, customer acquisition, analytics, CRM implementation, website development, and marketing automation services.

Key Achievements

- Built the organization from a \$500 startup investment into a \$110,000 annual revenue business.
- Scaled the client portfolio to 62 recurring clients across eight industries including healthcare, legal, SaaS, chromatography, oil & gas, food service, home improvement, and professional services.
- Built and managed a team consisting of three full-time employees, one part-time employee, and recurring internship placements.
- Helped client organizations achieve average revenue growth exceeding 450% through strategic digital marketing initiatives.
- Guided clients through significant business expansion, including growth from regional operations to multi-location organizations and global ecommerce distribution.
- Implemented Salesforce, HubSpot, Marketo, Google Analytics, and marketing automation ecosystems across diverse business environments.

GATEHOUSE MEDIA

Conversion Optimization Data Manager | June 2018 - May 2019

Led analytics and performance optimization initiatives supporting audience growth, subscription acquisition, and monetization across a national network of more than 750 local newspaper websites.

Key Achievements

- Developed analytics dashboards and KPI frameworks supporting acquisition and subscription growth strategies.
- Implemented predictive and propensity modeling initiatives to identify high-converting audience segments.
- Optimized SEO, SEM, and conversion strategies using audience and performance data.
- Led rollout of revenue-generating initiatives including Subscribe with Google and ecommerce integrations.
- Delivered data-driven recommendations supporting audience growth and monetization initiatives across hundreds of media properties.

ADDITIONAL EXPERIENCE

PETROSOFT

Director of Marketing | June 2013 - December 2014

Led go-to-market, customer acquisition, and product marketing initiatives for SaaS solutions entering new vertical markets. Built performance measurement frameworks, supported sales enablement efforts, expanded digital marketing programs, and delivered strategic insights that improved product visibility, customer engagement, and market adoption.

MAGNUM MAGNETICS

Marketing Manager | May 2012 - June 2013

Led marketing and growth initiatives for a manufacturing organization operating across nine industry verticals. Expanded product offerings into four new markets within nine months, directed a company-wide rebrand, managed an 11-person marketing team, and provided executive-level analytics and strategic recommendations to support organizational growth.

MCCLATCHY INTERACTIVE

Digital Strategist | December 2009 - April 2012

Supported digital revenue growth and sales enablement initiatives for one of the nation's largest newspaper organizations. Led development of digital advertising sales programs, Salesforce reporting infrastructure, performance analytics, sales training, and operational processes that improved digital product adoption, campaign effectiveness, and account management performance.

PACIFIC SILVER

Marketing Coordinator | March 2008 - December 2009

Supported marketing and sales operations for a national wholesale distributor serving major retail and hospitality brands. Coordinated product marketing, catalog development, sales support materials, and customer-facing communications while partnering with cross-functional teams to support account growth and client retention.

SOUTH CAROLINA FEDERAL CREDIT UNION

Marketing Manager | September 2004 - October 2007

Partnered with executive and branch leadership to execute strategic marketing initiatives supporting member acquisition, engagement, and organizational growth. Developed KPI reporting frameworks, supported enterprise brand refresh efforts, and helped implement new member-service technologies to improve customer experience.

CORE EXPERTISE

Growth Strategy • Demand Generation • Revenue Operations (RevOps) Partnership • Business Development Partnership • Patient Acquisition Strategy • Marketing Operations • Marketing Technology (MarTech) • CRM Strategy (HubSpot & Salesforce) • SEO • GEO • AEO • Local Search Optimization • Google Ads • Paid Social • Conversion Rate Optimization (CRO) • Marketing Attribution • Funnel Analytics • Executive Dashboards & KPI Reporting • AI & Workflow Automation • Reputation Management • Cross-Functional Leadership

EDUCATION

Advertising & Public Relations, BA

Marietta College

2005 - 2006

Marketing Communications, AS

Alderson-Broaddus College

2003 - 2005

CERTIFICATIONS

Google Analytics Certification

Google Ads Certification

Meta Blueprint Certification

HubSpot Inbound Certification

Microsoft Certified Solutions Associate

Six Sigma Yellow Belt

Avade Workplace Violence Prevention Instructor