



# COLIN WILLIAMS

Performance Marketing | Creative Media | Advanced TV

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A client-focused, results-oriented media and sales professional with a passion for turning big ideas into reality.

## EDUCATION

### Bachelor's Degree

Savannah College of Art & Design (ATL)

Digital Marketing & Communications

## SKILLS

### Sales & Revenue Enablement

Through L&D gap and needs analysis, I provide the tools, training and coaching to enable sales and account teams to thrive.

### Digital Media Expertise

From display, search, social, video, CTV/OTT, native, influencer and vendor management, to DOOH and experiential activations. I simplify the complex in the digital media ecosystem. And deliver results.

### Account Management

I lead post-sale client success for various digital media products and platforms, build and maintain long-term relationships with key clients and partners, and deliver data-driven insights and optimization strategies to achieve campaign goals and exceed expectations.

### Product Marketing

## WORK

2021 - 2023

### Director of Sales Enablement - Ad Tech SaaS

#### Madhive

- Built and led Sales Enablement department and management team for Product GTM, onboarding and sales training programs
- Improved CS onboarding efficiencies via ongoing client and internal feedback mechanisms reducing operational overhead by 30%
- Developed new L&D strategies to increase CTV/OTT SaaS platform adoption with new clients in the FAST streaming video ecosystem increasing incremental revenue by 20%
- Built process to improve client relations using successful enablement/L&D programs for cross-functional teams including Customer Success, Sales, and Product
- Developed sales activation strategies through collaborative relationships with Marketing, Sales leadership, clients and industry SMEs.
- Utilized LMS to automate L&D and sales training tools reducing labor-intensive activities by 40% for new & external clients
- Created industry and platform certification programs for internal stakeholders and partner field sales teams

I define the problem and provide the strategy and solution for market differentiation and tactical content development.

### Consultative Sales Approach

I use the philosophy of selling through education and by developing a deep understanding of client needs & business goals to capitalize on opportunities through focused discovery.

### Problem Solving

Give me a problem. I will try to solve it. I will approach from every angle possible to find a solution. Building operational efficiencies in digital media and sales is in my DNA.

### Resource Allocation

I can provide the most cutting-edge technology and platforms and have them integrated in the most efficient manner available.

### Sales Activation

I will ensure efficiency in getting the right message delivered at the right time and to the target audience for optimal response.

### Negotiations

From RFPs and SLAs to MSAs and IOs. I use a consultative approach in delivering the most out of a deal.

### Building Teams

Through my years of experience, I will find the best talent to join the best teams when they are most needed.

### Competitive Analysis

Through market analysis, case studies, machine-learning, and networking events and online networking I will hunt the competition.

2017 - 2021

## Advanced Media Lead - CTV/OTT & Digital Effectv

- SME and closing agent for multiple sales teams, ensuring newly introduced revenue quotas are achieved through product marketing and awareness
- Closed \$1MM+ annual renewal by analyzing & optimizing client's complex digital media strategy
- Developed product lead generation and sales coaching for dozens of field Product and Sales reps
- Client relationship management for alignment on cross-collaborative efforts across sales, ad operations and sales leadership
- Through coaching and training, enabled hundreds of local and regional sales reps with advanced TV advertising, exceeded sales targets & boosted OTT/CTV product adoption for over 28 sales reps, resulting in an average billing increase of 20% YoY
- Defined local & regional product marketing and sales activation process ensuring confidence in client adoption and internal sales for CTV, OTT and digital media solutions

2009 - 2017

## Director of Digital Media

### The Cross Agency (TCA.tv) - by Omnicom Group

- In 4 years, built digital media department from ground up increasing revenue from \$300K to \$2MM
- Increased digital revenue by 141% in the first year
- Accounts: ClosetMaid, Mountain House, Credit Karma, Ring, Yellow Tail, AAG, 23andMe, Feld Entertainment, and more
- Introduced programmatic media buying to the agency for efficiency and scale
- Managed client relationships and communications for all things digital marketing, analytics and program reporting
- Hired and managed small team of 6 campaign managers, programmers, ad ops & data scientists
- Started as freelance Producer, Director, Editor and Motion Graphics Designer
- Discovered and introduced new opportunities in digital solutions for lead generation, DRTV, direct response clients increasing revenue by 40% YoY on average
- Coached and trained agency leadership and account managers on digital media analytics and advanced media solutions leading to adoption and account revenue growth

## CORE COMPETENCIES

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Fast Learner  
Direct Response  
Product Marketing  
Client-facing  
Project Management  
Sales Enablement  
Client Relationships  
Media Measurement & Attribution  
Career-focused  
Problem Solver  
Lead Generation  
Programmatic  
Marketing Strategy  
Empathetic Leadership  
Communication  
Marketing Automation  
OTT / CTV Advertising  
Teamwork  
Marketing Data Analysis  
Inquisitive  
Flexible  
Excel Under Pressure  
Creative Ideation

- Established strong relationships with DTC advertisers, advertising agencies, and advertising tech vendors in various categories including financial services, healthcare, retail, technology, CPG and others

## HIGHLIGHTS

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- Built a high-performance sales and product enablement department from the ground up
- Founded production/post-production company serving over a dozen ad agencies in the Southeastern US for over 7 years
- Hosted effective product training and enablement vILT sessions to audiences over 350 resellers and sales leaders
- Designed online ad monetization and ad sales platform for industry publication Programming Insider (*formerly TV Media Insights*)
- Featured in Jacksonville Business Journal for innovation in SMS mobile marketing for local advertisers and advertising agencies
- Featured in MARKEE Magazine for successful, cutting-edge video production and post production services
- Awarded 2 Addy Awards & 5 Telly Awards for outstanding creative video execution
- PADI Advanced Open Water Scuba Diver

## TOOLS

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|-------------------------------|------------------------|
| • Programmatic DSP            | • Twitter Ads          |
| • GPT Prompt Engineering      | • Marketo              |
| • WorkRamp                    | • The Trade Desk       |
| • Slack                       | • TikTok Ads Manager   |
| • Monday                      | • Mailchimp            |
| • Adobe Creative Cloud        | • Criteo               |
| • Google Analytics            | • Microsoft Office/365 |
| • Google Campaign Manager 360 | • Looker               |
| • Google Workspace            | • Datorama             |
| • Data.ai                     | • TUNE                 |
| • Zendesk                     | • SQL                  |
| • Appollo.io                  | • HTML                 |
| • Facebook Ads Manager        | • AdRoll               |
|                               | • SimilarWeb           |