

# DION ADAMS

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## DIGITAL MARKETING TECHNOLOGY LEADER

### GROWTH MARKETER

Ambitious and energetic **Digital Marketing Leader** with a rich mix of financial services experience. Expertise in enterprise MarTech, AdTech and digital data strategy. Demonstrated track record in leveraging new technology for successful implementations of crucial projects that have translated into direct business impacts. Sought after Subject Matter Expert (SME) with strong ability to communicate technical concepts to non-technical partners.

- Change Agent** with proven history of finding innovative solutions for complex projects that result in significant cost savings and increased efficiencies.
- Business Partner** who excels at building collaborative, cross-functional relationships that improve project outcomes.
- Cross-functional Leader** able to rapidly add value to customers by understanding their “Big Picture” challenges and providing solutions that their needs.

### ■ Signature Strengths

*Marketing Platforms Implementations  
Digital Marketing & Advertising  
Audience Management  
Big Data Marketing  
Roadmap Development*

*Marketing Technology Development  
Omnichannel Personalization  
Customer Journey Mapping  
Growth Architect  
Big Data Marketing & Insight Enablement*

*Financial Services  
Product Management  
Cross-channel Marketing  
Identity Strategy  
Asset & Wealth Management*

### ■ Professional Experience

#### COMPANY X — BALTIMORE, MD · 2016–PRESENT

*Company X is a Fortune 500 American bank holding and financial services organization.*

#### Senior Director, Digital Marketing (2020–Present)

Promoted to senior leadership role to set digital technology vision and to drive innovation of new go-to-market strategies by optimizing customer lifecycle, increasing digital maturing and expanding operating models (people, process, data and technology).

- **Omnichannel Personalization:** Achieved substantial ROI and \$MMs in incremental revenue by leading cross-functional teams to enable cross-channel, data-driven use cases and journeys.
- **Audience Management, Identity and Orchestration:** Matured existing tech stack and operational processes, enabling development of MarTech/AdTech platform. Platform built in partnership with multiple vendors to include Salesforce and Adobe. Enhanced ability to deliver audiences and orchestrate experiences across site personalization, email, display and paid social advertising.
- **Digital Lead:** Digital lead for Astute and Affluent segment of focus. Work with Segment head to ideate, journey map, roadmap and product plan. Segment work is focused on capturing outsized growth within a valuable demographic persona by cross selling wealth management services to banking customers, leveraging new value propositions and Wilmington Trust products and expertise.
- **B2B Innovation:** Increased organizational efficiency by aligning and integrating sales and marketing and expanding account-based marketing (ABM) program. Accelerated pipeline growth by delivering key insights to the revenue teams and engaging targeted accounts.

**COMPANY B— BALTIMORE, MD · 2010-2015**

*Company x is a Fortune 500 American bank holding and financial services organization.*

**Senior Director, Digital Marketing**

Promoted to senior leadership role to set digital technology vision and to drive innovation of new go-to-market strategies by optimizing customer lifecycle, increasing digital maturing and expanding operating models (people, process, data and technology).

- **Digital Data Strategy:** Partnered with enterprise Cloud Business Office and Digital Analytics to envision and deliver modern, cloud-based customer and prospect data environment. Specific focus on CDP (Customer Data Platform) implementation (Business Access Layer).
- **Strategic Leadership:** Scaled digital marketing team from 7 to 25 members to support dozens of business lines with diverse objectives. **CMS Implementation:** Product lead for new MTB.com CMS. Partnered with technical resources to build foundation for multi-tenant environment for support of diverse digital experiences. Reduced tech complexity of current multi-CMS environment.
- **Leadership, Vision & Strategy:** Developed vision and strategy for Digital Sales and Marketing Ecosystem. Led 12-week consulting engagement with key partner to develop 3-year strategic marketing technology roadmap. Successfully implemented roadmap and are in Year 3 of delivery. Maintained roadmap and architectural views in partnership with Enterprise Architecture and Marketing Leadership.
- **Business Optimization:** Founded organization's growing digital testing and optimization program.

— PREVIOUSLY EARNED A REPUTATION FOR EXCELLENCE AT —

**Company, Bethesda, MD · 2015-2016 · MBA Intern, Digital Global Product Management**

Led execution of global pilot usability and UX research study for ES, JP and CN language sites. Analyzed quantitative and qualitative data including heat maps, clickstreams and user videos to develop insights and wrote user stories for development.

**Company, Rockville, MD · 2015-2015 · Marketing Intern**

Marketing lead for rapidly expanding asset management innovator (4-person team) in the liquid Alternatives space. Operated within successful fintech and research organization reaching \$100MM in assets prior to being acquired by LPL Financial.

**Company, Washington, D.C. · 2013-2014 · Associate**

Partnered with advisors (managing ~\$1B AUM) to provide a diverse range of services to foundations, endowments and HNW/UHNW clients. Analyzed portfolios and developed asset allocations using a wide array of asset classes. Achieved Series 7 Designation.

**Company, Rockville, MD · 2010-2013 · Digital Product Analyst**

Client Services: Served as client advocate and product analyst for new .com. Served as product analyst for client mutual fund web trading platform.

■ **Education**

M.B.A., Marketing · West Virginia University, Morgantown, WV  
B.S., Marketing · West Virginia University, Morgantown, WV