



William Robbins

strategy | digital marketing | data

Details

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Experience

Digital Marketing Manager - Shopatron/Kibo Software

2012 - Present

- Leading a team of 8 to increase departmental revenue by 32% within 2 years, while maintaining 55+% margin.
- Acquired clients & created digital strategies for brands such as Thule, Mizuno, Honda and Ducati.
- Created various systems, tools and training that saved team 25+% time on reporting and project management.

Digital Marketing Specialist - Shopatron, Inc.

2010 - 2012

- Developed and executed digital marketing strategies for brands such as Sanuk, Melissa and Doug, Manfrotto and Eureka Tents.
- Provided consistently high double digit revenue increases for clients.
- For one brand turned around 12 quarters of 30+% decreases in revenue and traffic by implementing a customer centered search and content marketing strategy resulting in 40+% improvements after 2 quarters.

Digital Marketing Consultant - Freelance, SF Bay Area

2008 - 2010

- Designed digital business strategy for SMB focusing on brand demand and lead generation.
- Provided full scale services from branding, website design and integrated marketing strategy & execution.
- Acquired clients & created digital strategies for brands such as Ardyss International, Roman Paradigm, Jump for Joy Music and Hope 247.

Education

Massasoit Community College

1998-2000

- Advertising & Marketing
- VP of Radio Club & On-Air DJ



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Strengths

- Strategy
- Digital Marketing
- Data Analysis
- Technology
- Innovation
- Leadership
- Communication



Assessments

Myers & Briggs - 16 Personalities

ENFJ

- Extraverted
- Intuitive
- Feeling
- Judging



"PROTAGONIST"

ENFJ (-A/-T)

Charismatic and inspiring leaders, able to mesmerize their listeners.

Strength's Finder 2.0

- Command
- Strategic
- Individualization
- Belief
- Communication

DISC Profile

