

# MIKE WILLIAMS

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## PROFESSIONAL EXPERIENCE

### Widget Financial, Erie PA, 2012 – Present

#### Business Development Director

- Maintains long term relationships with local community businesses and groups.
- Participates in local area trade shows, community events, and educational seminars.
- Develop long term strategies to increase loan and checking account penetration.
- Assisted in Credit Union name change and rebranding.
- Led planning and execution of a series of Financial Literacy Reality Fairs with students

### Erie General Electric FCU, Erie PA, 2010 – 2012

#### Youth & eMarketing Specialist

- Responsible for maintaining corporate website
- Maintained and created content for several microsites
- Scheduled and promoted several award winning social media campaigns
- Established an electronic marketing program
- Led creation of the InSight Account - a checking account bundled with a line of credit, designed to help young adults build credit responsibly.

## OTHER EXPERIENCE

### Pennsylvania Credit Union Association

#### 2013 PCUA Youth Ambassador

- Spoke at various PCUA sponsored activities
- Represented the association at several national conferences
- Participated in an interview for Harrisburg TV
- Wrote articles for Keynotes magazine
- Met with Credit Union leaders countrywide
- Facilitated 2014 Youth Ambassador competition

## PERSONAL SUMMARY

Experienced Business Development Director with 7+ years of Credit Union experience and a knowledge of most aspects of Credit Union operation. Skilled in electronic marketing and social media, as well as design and project management. Believes deeply in community and volunteer experience.

## VOLUNTEER POSITIONS

Erie Chapter of Credit Unions  
*Board of Directors*

Family Services of NWPA  
*Big Brother Mentor*

Bethel Christian School  
*Board Secretary*

Leukemia & Lymphoma Society  
*Walk Planning Committee*

## SKILL SET

Adobe Photoshop	Sales
Adobe Illustrator	SEO
Adobe InDesign	Social Media
Adobe After Effects	Management
Adobe Premiere	Public Speaking
Adobe Audition	CRM
Website Analytics	HTML + CSS
Wordpress	Credit Unions

## EDUCATION

### Major: Public Relations

Edinboro University of PA (2007-2011)