

MIKE WILLIAMS

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PROFESSIONAL EXPERIENCE

Widget Financial, Erie PA, 2019 -

Marketing Manager

- Empower and motivate employees through active coaching methods.
- Lead the Marketing Department and communicate duties and responsibilities to its employees.
- Ensure that all activities yield new business and help achieve progressive growth goals.

Widget Financial, Erie PA, 2017 - 2019

Marketing Strategist

- Focused on identification of data analysis and digital opportunities that drive membership and product adoption.
- Analyzed market trends and demographic data to reach new members.

Widget Financial, Erie PA, 2012 - 2017

Business Development Director

- Maintained long term relationships with local community businesses and groups.
- Participated in local area trade shows, community events, and educational seminars.
- Assisted in Credit Union name change and rebranding.

Erie General Electric FCU, Erie PA, 2010 - 2012

Youth & eMarketing Specialist

- Maintained corporate website.
- Scheduled and promoted several award winning social media campaigns.
- Led financial literacy seminars.

OTHER EXPERIENCE

Pennsylvania Credit Union Association

2013 PCUA Youth Ambassador

PERSONAL SUMMARY

Experienced Business Development Director with 10+ 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

American Heart Association
Heart 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: Communications

Edinboro University of PA (2007-2011)