

Trovon C. Williams

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Marketing and Communications Professional

Brand Strategy ▪ Crisis Communications ▪ Communications Strategy ▪ Integrated Marketing Strategy

Experienced and visionary senior marketing executive renowned for spearheading cutting-edge campaigns and fostering team excellence. With a rich history of successfully navigating fast-paced, entrepreneurial environments, I bring a track record of implementing innovative marketing strategies that yield tangible results. My leadership extends across various domains, from business development and program management to strategic planning and multichannel communications. I am recognized for driving significant growth, enhancing brand reputation, and fostering audience engagement across diverse industries. My approach combines creativity, strategic acumen, and a relentless pursuit of excellence, consistently delivering measurable outcomes and elevating brands to new heights.

Core Strengths

- Strategic Marketing Communications
- Digital Marketing Strategy Development
- Integrated Marketing Development
- Brand Development and Expansion Strategies
- Channel Marketing Development and Management
- Thought Leadership
- Market Research and Analytics
- Corporate Messaging and Positioning
- Public/Media Relations
- Crisis Communications Strategy
- Web Development and Management
- Program and Campaign Development and Management
- Social Media Engagement
- Budget Analysis and Management

Professional Experience

NAACP – Marketing and Communications Division

Sr. Vice President, Marketing and Communications

June 2019-Present

As a key member of the senior management team, I report directly to the Chief Marketing and Communications Officer, leading the NAACP's marketing and communication efforts. Under my direction, we've achieved remarkable growth, including a 1400% increase in social media presence and multiple industry awards. My role involves developing marketing strategies, shaping brand strategy, and overseeing public relations initiatives to support our organizational goals. I also serve as the organization's communications ambassador, fostering relationships with media outlets and brand partners worldwide.

- Successfully led the reorganization of the Marketing and Communications division
- Enhanced and expanded brand awareness by developing and implementing a unified integrated marketing strategy.
- Developed, monitored, and examined marketing programs.
- Developed NAACP messaging matrix for primary issue areas.
- Oversee and established long- and short-term goals for integrated marketing strategies.
- Oversee funding for the NAACP marketing and communications division.
- Developed and managed crisis communications strategies and metrics analysis.
- Developed program and campaign market strategies to further NAACP's value proposition.
- Utilized innovative public relations methods to foster partnerships with stakeholders and the media.
- Analyzed recruiting requirements and markets to discover areas for improvement.
- Created, facilitated, and supported marketing events.
- Developed talking points, speeches, remarks, and quotes on behalf of senior leadership.
- Provided marketing metrics to CMCO and President & CEO.

Other NAACP Positions Held:

- VP, Communications

Perfecta – Marketing and Public Relations Department

Responsible for leading and advancing the content marketing strategy to drive a deep engagement between customers and Perfecta. Responsible for overseeing the planning, development and execution of an organization's marketing and advertising initiatives. Reporting directly to the chief executive officer, responsible for generating revenue by increasing sales through successful marketing for the entire organization, using market research, pricing, product marketing, marketing communications, advertising and public relations. Efforts resulting in the largest revenue growth in the company's history and an estimated 300% revenue growth forecasted in 2019 due to additional contract acquisitions.

Brand Management and Brand Equity

- Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
- Increased market awareness and penetration through the development of creative collateral.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.

Sales & Marketing Operations

- Designed innovative branding and product strategies.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Oversaw development of traditional and social media marketing campaigns to drive sales and customer engagement.
- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic, and sales.
- Identified process inefficiencies through gap analysis.
- Create and maintain marketing materials for sales presentations and client meetings.
- Recommended operational improvements based on tracking and analysis.

Communications Strategy

- Created high-quality marketing and public relations strategy documentation, including product marketing briefs, FAQs and objection handling documents.
- Developed and managed communications strategies plan and budgets.
- Boosted website traffic by 35.4% by creating an integrated social media strategy.
- Planned and launched innovative, creative and effective communications campaigns, such as Perfecta Lantern Commercial launch which resulted in 292 media outlets and exposure to over 81.9 million viewers.

Market Research and Analysis

- Developed a set of metrics derived from raw company data to track improvements in organizational efficiency.
- Performed competitor bench marking analysis and identified savings opportunities and potential product enhancements.
- Credited for playing key role in generating over \$2 million in revenues in first 6 months.
- Supervised marketing department's monthly analysis of customer acquisition data and campaign performance.

Other Perfecta Positions Held:

- VP, Marketing & Communications

Led the senior executives, mid-level managers and the college community to create and sustain an outstanding positive image of the college through well-defined integrated marketing and communications strategies and techniques including: advertising, direct mail, campus promotions, social media, web, video, electronic marketing, presentations, scheduling, and content distribution. Provided senior management with data-driven market intelligence to formulate effective marketing strategies and tactics. Developed and executed marketing and enrollment campaigns and communications targeted to specific audiences for recruitment and retention of students, customers and employees.

Brand Management

- Consistently promoted the college's mission, vision and strategic initiatives.
- Owned and led brand positioning, brand management and product/service messaging for the college's diversified target audiences.
- Provided creative direction on brand-level video, web, and graphic design projects.
- Provided guidance and direction for all environmental branding on all campuses and sites.
- Ensured consistency and integrity behind the college's brand and brand guidelines. Leads and manages creative teams responsible for telling the college's story.

Integrated Marketing and Communications

- Led a collaborative integrated marketing team including: product marketing, segment marketing, brand, creative, media, digital and social marketing, and subject experts.
- Led in the development of marketing campaigns and ensured consistency and effectiveness. Developed and used effective channels of distribution to communicate and promote college programs, services and activities.
- Worked with Department and Division Heads to define goals and determines the integrated marketing objective(s), strategy(ies) and target audiences to meet those goals. Balance and develop the right marketing mix for each integrated marketing campaign.
- Monitored all campaigns/advertising impact, effectiveness and ROI, where possible.

Digital Marketing

- Created engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness
- Monitored the success of Social Media Campaigns through media analytics, KPIs, and dashboards
- Evaluated the effectiveness of marketing programs, provided market analysis and insights to senior management.

Iridium Communications, Inc. – Global Marketing Senior Marketing Operations Manager

August 2009-May 2016

Managed all global marketing projects from concept to completion. The primary responsibilities include implementation and management of the companies CRM system and development of Channel Marketing program for domestic and international market penetration. Additionally, responsible for coordinating and managing the development of marketing materials and programs to assist with the positioning and promotion of the company in accordance to the organization corporate objectives.

Other Iridium Positions Held:

- Marketing Communications Manager
- Marketing Project Manager
- Marketing Communications Associate

Citrix Systems, Inc. – Americas Marketing Marketing Communications& Events Coordinator

February 2008- August 2009

Was responsible for the management of tradeshow, seminars, custom programs and conferences. Planned, managed, and implemented Citrix participation and activities to position the company and its products appropriately, targeting end users/prospects. Other responsibilities include operational and administrative support with regards to budget and other marketing support as required.

WorldCell, Inc. – Marketing & Business Development. Marketing Communications Coordinator

February 2007 – February 2008

Coordinated the marketing communications activities to help drive WorldCell's corporate growth, a USD \$25 million entrepreneurial wireless communications company. Was responsible for the management of the Corporation's annual tradeshow schedule, brand management, collateral requirements, web design and content development, training materials, leads management, and departmental purchasing.

Education and Training

Stratford University – Tysons Corner, VA

Masters of Business Administration, International Business

Hampton University - Hampton, VA

B.S. Marketing

Boston College Carroll School of Management

Corporate Citizenship Practice

Mississippi Black Leadership Institute

Cohort Alum

BLCK VC

Venture Institute Fellow, Cohort 6

Software Skills

Sprout Social, Hootsuite, MS Word, Excel, Basecamp, HubSpot, Marketo, PowerPoint, Prezi, Outlook, WordPerfect, Lotus, MS Explorer Internet, Intranet, Financial Resources Desktop System (FReD), Electronic Account Government Ledger System (EAGLS), Crystal Reporting, Simba D, Adobe Acrobat, Adobe Photoshop, Smartsite, Visio, SAP, COBS(Citrix Online Budget System), Salesforce.com, WordPress, InDesign, ExactTarget, MailChimp, SurveyMonkey, Marketo, Rival IQ

Leadership and Extracurricular Experience

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| • PR Week 2021 40 Under 40 Honoree | • NAACP Image Awards Nominee Committee |
| • HUAA: 40 Under 40 Class of 2017 Inductee | -Present |
| • Prince Georges County Hampton Alumni Chapter – Present | • NAACP Member: Washington DC Chapter- |
| • Director of Public Relations (AFFI, Inc.) 2013 - 2017 | Present |
| • Alpha Phi Alpha Fraternity, Inc. | • AMA Member 2006 – Present |
| • Forbes Communication Council 2018-Present | • The Webby Awards Judge - Present |
| | • The Anthem Awards Judge – Present |