

ZACHARY H. WILLIAMSON

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WilliamsonVisuals.com

Dedicated marketing professional and photographer who thrives in fast-paced, cross-functional roles; seamlessly blending the creative and analytical to drive growth.

CustomMade | Cambridge, MA

Merchandiser & Photographer | 2014 - 2015

- Produced professional product images for online sale and marketing efforts
- Utilized site analytics data and customer user testing to curate site content and drive sales
- Produced assets for Design team for site-wide visual rebrand
- Built a catalog of over 1000 optimized SKUs for new retail sales model, resulted in 2x increase in year-over-year sales for 2014 Q4 and 2015 Q1
- Oversaw a team of freelancers to retouch user-submitted images to a new photo standard, curated items into top trafficked galleries to drive sales
- Designed and executed viral marketing campaign for Transformers-inspired Bumblebee Ring, resulting in over \$10k of revenue

CRM & Design Associate | 2013 - 2014

- Designed and led production for weekly emails for CRM team
- Executed email campaigns in EmailDirect and SalesForce to 100k+ subscriber list
- Created marketing landing pages for campaigns as needed
- Photographed sample products for artisans for display on the website
- Managed paid acquisition campaigns through Facebook, Twitter, and Google AdWords platforms
- Produced creative assets to support marketing initiatives

Marketing Co-op | 2012 - 2013

- Designed a multi-platform, viral marketing campaign for an R2-D2 engagement ring that drove \$65k+ of revenue, hundreds of thousands of site visits, and over 75k video views on YouTube
- Managed paid acquisition efforts through Google AdWords and social media platforms
- Grew Facebook audience from 10k to 100k in ten months through organic and PPC efforts
- Designed and implemented display advertising content for online campaigns

Williamson Visuals | Boston, MA

Founder, Photographer, Videographer | 2011 - Present

- Plans, shoots, and retouches images and video per clients needs
- Specializes in action sports, product, portraiture, corporate, and event photography
- Clients include: Hubspot, CustomMade, Northeastern University, Harvard University, Boston Partners in Education, Scratch, ButcherBox, BR+A Engineering, Allurion Technologies

The Lawrenceville School | Lawrenceville, NJ

Assistant Rowing Coach (Part Time) | 2014 - 2015

- Coached and supervised 45 high school athletes on two spring training trips to Augusta, Georgia (March 2014, March 2015)
- Served as mentor and supervisor for 20 high school athletes during a three-week international competition having been selected to compete at The Royal Henley Regatta in the United Kingdom

New England Conservatory | Boston, MA

Video Production Co-op | 2011

- Conceptualized, planned, shot, and edited videos for the Marketing Department
- Created primary video for a multi-million-dollar capital campaign for new campus buildings

Bond Brothers | Everett, MA

Estimating & Marketing Intern | 2010

- Created content for Marketing Team on various project proposals, such as Harvard Business School Tata Hall
- Assisted estimators with On-Screen Takeoff and Quantities Surveying
- Updated and organized subcontractor database

Estimating & Information Technology Intern | 2009

- Ensured IT help-desk coverage during IT manager search after sudden staffing change
 - Assisted estimators with On-Screen Takeoff and Quantities Surveying
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Northeastern University, Boston, MA

BA Communications, Media Studies | Media Production, Cinema Studies - 2014

Magna Cum Laude

D1 Varsity Rowing Team Coxswain 2009 - 2013

The Lawrenceville School, Lawrenceville, NJ

High School Diploma - 2009

RELEVANT SKILLS

- Expert with Photoshop, Lightroom, Premiere Pro, Microsoft Office Suite, Google Docs Suite
- Experienced with Illustrator, InDesign, Fireworks, After Effects, Avid Media Composer, Final Cut Pro
- Experienced with Google Analytics, Looker Analytics, and other online metrics tracking methods
- 4 years of professional photography, lighting, and retouching experience
- Experienced with a variety of CMS platforms
- Working knowledge of HTML and CSS