

# COLIN WILLIAMS

## Advanced Media | Performance Marketing | Sales Enablement | Client Relations

St. Augustine, FL • +1-904-377-2991 • [colinmwilliams5@gmail.com](mailto:colinmwilliams5@gmail.com)

in [linkedin.com/in/colinwilliams2](https://www.linkedin.com/in/colinwilliams2) • [colinmwilliams.info](https://colinmwilliams.info)

### Summary

Dynamic media leader with a proven track record of driving revenue growth and building strong client relationships in the media and advertising sectors.

With expertise in digital marketing, sales strategy, and advanced media solutions, I turn complex challenges into strategic opportunities.

My focus on innovation and dedication to client success consistently delivers results, positioning brands at the forefront of their industries.

### Work

#### VP, Client Solutions

Jan 2024 - Jun 2024

##### Digilant

- Developed and executed a comprehensive go-to-market strategy, resulting in net new revenue.
- Aligned business objectives with market opportunities, collaborating with cross-functional leaders to design and implement programs that achieved corporate goals.
- Identified and developed new solutions, enhancing competitive edge and market presence.
- Built and managed strategic partnerships with media, data, and technology leaders, creating scalable solutions and driving business growth.
- Analyzed buyer needs and developed compelling service positioning and messaging for sales, resulting in increased customer satisfaction and retention.
- Collaborated with marketing to successfully launch new offerings.
- Designed and executed a robust sales enablement plan, driving sales adoption and ensuring competitive readiness.
- Established and formalized reporting tools and processes to monitor and achieve sales objectives, enhancing transparency and accountability.
- Worked closely with sales teams and customers to evaluate needs and present tailored solutions, further enhancing customer satisfaction and retention.
- Provided strong leadership and mentorship to the Solutions Engineering team, fostering innovation in their work.

#### Director, Sales Enablement - Customer Success

Jul 2021 - Jul 2023

##### Madhive

- Built and led a high-performing Sales and Revenue Enablement team, driving the successful implementation of product GTM, onboarding, and sales training programs.
- Conducted client-facing Challenger & Consultative Sales trainings, equipping sales teams with in-depth knowledge of the industry ecosystem, product positioning, value proposition, and objection handling techniques.
- Managed key client accounts, identifying upselling opportunities and providing account management support for sales training through needs analysis.
- Created a comprehensive Customer Success onboarding program, incorporating ongoing internal feedback mechanisms to streamline operational processes and reduce bottlenecks.
- Developed industry and platform certification programs for internal stakeholders and clients' field sales teams, enhancing their expertise and credibility in the market.
- Implemented an enterprise Learning Management System (LMS) to automate and streamline L&D and sales training tools, resulting in a 40% reduction in manual, labor-intensive activities.
- Collaborated with marketing, product, sales, clients, instructional design teams, and industry SMEs to develop sales activation strategies, ensuring alignment and maximizing the impact of enablement initiatives.
- Established a process to improve client relations by leveraging successful enablement and L&D programs across cross-functional teams, including Customer Success, Sales, and Product.

### Education

#### Bachelor's Degree

Savannah College of Art & Design (ATL)

Digital Marketing & Communications

### Certifications

#### Prompt Engineering for ChatGPT - Vanderbilt University

Crafting impactful prompts for Large Language Models (LLMs) and developing clear, effective instructions for a variety of tasks to maximize productivity.

### Skills

#### Media Mix Alignment

From programmatic, display, search, email, UX, social, video, CTV/OTT, native, IoT, influencer and vendor management, to DOOH and experiential activations, I align the complex within the advanced media ecosystem to deliver measurable results.

#### Advanced Video Strategy

Be it OLV, CTV, linear or mobile, I help define the challenge and provide the video strategy, audience tactics, and activation to deliver performance through ongoing optimization.

#### Client Relations/Customer Success

I lead pre and post-sale client success for various media platforms, build and maintain long-term relationships with key clients and partners, to deliver data-driven insights and optimization strategies to exceed quota.

#### Sales & Revenue Enablement

Through L&D gaps and needs analysis, I provide the tools, training and coaching to enable sales and account teams to thrive.

#### Consultative & Challenger Sales Approach

I use the philosophy of selling through education and analysis by developing a deep understanding of client needs & business goals to capitalize on opportunities through focused, empathetic discovery.

#### Market & Competitive Analysis

Through market trends, vertical analysis, case studies, networking and events, I ensure the competition is always on radar.

#### Vendor Management

Sourcing and coordinating with multiple service providers, ensuring that projects are delivered efficiently, cost-effectively, and with the highest quality, thereby enhancing the overall impact and success of advertising campaigns.

#### Sales Activation

- Developed innovative L&D strategies to increase CTV/OTT SaaS platform adoption with new clients in the FAST streaming video ecosystem, resulting in a 20% increase in incremental revenue.

## Advanced Media & Sales Enablement

Sep 2017 - Jun 2021

### Lead

#### Effectv

- Served as the subject matter expert and closing agent for multiple sales teams, ensuring the achievement of newly introduced revenue quotas through effective product marketing and awareness strategies.
- Analyzed and optimized complex digital media strategies for clients, resulting in the successful closure of annual renewals worth over \$1MM in local ad sales.
- Developed and implemented ad-hoc product lead generation, marketing strategies and coaching programs for 28 quota-carrying field sales representatives, enhancing their sales capabilities and driving revenue growth.
- Managed client relationships, fostering alignment and collaboration across sales, ad operations, and sales leadership to deliver seamless and effective solutions.
- Identified client pain points, effectively handled objections, and managed conflicts to ensure client satisfaction and successful outcomes.
- Provided coaching and training to hundreds of local and regional sales representatives, equipping them with advanced TV advertising knowledge and driving sales targets, resulting in an average 20% YoY increase in digital revenue
- Defined and implemented local and regional product marketing and sales activation processes, instilling confidence in client adoption and driving internal sales for CTV, OTT, and digital media solutions.

## Director of Digital Media Marketing

Jan 2009 - Aug 2017

### The Cross Agency (TCA.tv) - by Omnicom Group

- Built and led the digital media department from the ground up, achieving a remarkable increase in annual revenue from \$300K to \$2MM within four years.
- Implemented innovative strategies and tactics that resulted in a 141% increase in digital revenue in the first year.
- Scaled key accounts, including Credit Karma, 23andMe, Flipp, Polk Audio, ClosetMaid, Mountain House, Ring, Yellow Tail, AAG, Feld Entertainment, FedPro, Inc., Lakewood Church, Liberty University, and more.
- Served as the primary Account Manager for all digital media and advanced media solutions, specializing in lead generation, direct response, and brand image campaigns.
- Introduced programmatic and OTT media buying to the agency, scaling client campaigns and maximizing their reach and impact.
- Developed and maintained strong client relationships, ensuring effective communication and understanding of their digital marketing needs.
- Hired and managed a small team of six campaign managers, programmers, ad operations, and data scientists, fostering an efficient and high-performing digital team.
- Proactively identified client pain points, handled objections, and utilized conflict management techniques to resolve issues and maintain client satisfaction.
- Continuously sought out and introduced new opportunities in digital solutions for lead generation, DTC, B2B, DRTV, and direct response clients, resulting in an average revenue growth of 30% YoY.
- Coached and trained agency leadership and account managers on digital media analytics and advanced media solutions, leading to widespread adoption and increased account revenue.
- Established strong relationships with DTC advertisers, advertising agencies, and advertising tech vendors across various industries, including financial services, healthcare, retail, technology, CPG, and more.

I will ensure efficiency in getting the right message delivered at the appropriate time from prospect to post-sale and delivery efficiently for optimal adoption.

## Resource Allocation

I provide needs analysis and the most cutting-edge technology platforms and integrate them to provide a holistic systematic and operational efficiency.

## Negotiations

From RFPs and SLAs to MSAs and IOs. I use a consultative approach in delivering the most out of a deal.

## Building Teams

Through my years of experience, I will find the best talent when they are most needed.

## Problem Solving

Give me a problem. I commit to solve it. I approach it from every angle to find the most appropriate solution by building operational and systematic efficiencies across internal and external stakeholders.

## Core Competencies

- OTT / CTV Advertising
- Avid Learner
- Media Measurement & Attribution
- Lead Generation
- Direct Response
- Integrated Marketing
- Conflict Management
- Project Management
- Sales Enablement
- Client Relationships
- Video Editing / Audio / Graphic Design
- Problem Solver
- Programmatic Media
- Marketing Strategy
- Empathetic Leadership
- Communication
- Marketing Automation
- Marketing Data Analysis
- Inquisitive
- Flexibility & Adaptive
- Excel Under Pressure
- Creative Ideation

## Highlights

- Built a high-performance sales and product enablement department from the ground up

- Founded production/post-production company serving over a dozen ad agencies in the Southeastern US for over 7 years
- Hosted effective product training and enablement vILT sessions to audiences over 350 resellers and sales leaders
- Designed online ad monetization and ad sales platform for industry publication Programming Insider (*formerly TV Media Insights*)
- Featured in Jacksonville Business Journal for innovation in SMS mobile marketing for local advertisers and advertising agencies
- Featured in MARKEE Magazine for cutting-edge video production and post production services
- Awarded 2 Addy Awards & 5 Telly Awards for outstanding creative video execution
- PADI Advanced Open Water Scuba Diver

## Tools

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- Programmatic DSP (The Trade Desk, Madhiv, StackAdapt, AdLib)
- AI Prompt Engineering (Copilot, ChatGPT, Bard/Gemini, etc.)
- WorkRamp (LMS)
- Salesforce
- Slack
- Monday
- LinkedIn Sales Navigator
- Adobe Creative Cloud
- Google Analytics
- Google Campaign Manager 360
- Google Workspace
- Gong
- Data.ai
- Zendesk
- Appollo.io
- Facebook Ads Manager
- Twitter Ads
- Marketo
- LinkedIn Sales Navigator
- The Trade Desk
- Samsung Ads DSP
- Xandr
- TikTok Ads Manager
- Mailchimp
- Criteo
- Microsoft Office/365
- Looker
- Datorama
- Tune
- SQL
- HTML
- SurveyMonkey
- SimilarWeb