WILLIAM RODGERS

📍 Austin, TX

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EMAIL MARKETING MANAGER

An adaptable **Email Marketing Manager** showcasing seven years establishing and implementing demand email automation strategy to meet unique needs across diverse industries, company sizes, and CRM experiences. Proven track record collaborating with cross-functional teams to create a cohesive and effective experience for customers. Motivational leader experienced developing and guiding high-performing teams in building customer-facing demand automation and driving impact. Committed to leveraging emerging technologies such as data science and AI to enable marketing automation. Exceptional academic qualifications include a Master of Science in Technology Innovation.

SKILLS & EXPERTISE

Team Building/Leadership
Acceleration/Innovation
Marketing Demand Automation
Strategic Planning/Execution
Client Needs Assessments
New Programming
Stakeholder Collaboration
Goal Alignment
Data Analysis/Presentation
AI/Data Science
Email Marketing
Audience Engagement
Project Management

CAREER HIGHLIGHTS

✧ Served in a key leadership role throughout tenure, developing and implementing high-end marketing campaigns ranging from $50K to $90K in partnership with 7 internal and external parties at 360Partners.
✧ Earned a reputation for generating 150+ B2B clients monthly via the revenue growth program with contracts ranging from $4K-8K+ monthly for 4 months.
✧ Secured $10M+ in net profit in 2023 by initiating all facets of campaigns from conceptualization to completion for multiple categories.

PROFESSIONAL EXPERIENCE

Email Marketing Manager   **2018 – Present**
360Partners: Austin, TX

Utilize HTML, CSS, JavaScript, JQuery, MySQL, and Node to develop backend and database requirements while also enhancing quality standards and features to optimize Client-Side Management tools.

✧ Combined innovative web technologies and marketing strategy to identify and engage target audiences, creating brand-aligned content in mobile-friendly formatting to **boost brand awareness and sales.**
✧ **Established and enforced high-end marketing campaigns ranging from $50K to $90K** in close collaboration with 7 internal and external parties.
✧ **Accomplished top-notch success by securing tens of thousands of customer and affiliate contacts** while administering a broad and profitable CRM platform.
✧ Aligned with prescribed protocols to personally develop, improve, and sustain multiple elements and features of numerous clients' front-end applications for mid to large-sized brands, **obtaining a high satisfaction rating.**
✧ **Recognized by the operations manager for consistently exceeding outcomes,** including securing a major client for access control for the Austin Cyber Truck factory.
✧ Strategically grew multiple businesses by cultivating a robust pipeline, generating and closing on leads, and **consistently increasing revenue and profits year over year.**
✧ **Attracted 150+ B2B clients monthly** via the revenue growth program with contracts ranging from $4K-8K+ per month for a minimum of 4 months.
✧ Initiated all facets of campaigns from conceptualization to completion for multiple categories, **generating $10M+ in net profit in 2023.**
✧ **Surpassed clients' goals** by establishing and growing various lists in diversified categories.

Branch Manager   **2014 – 2018**
Enterprise Rent-A-Car: *San Diego, CA*

Assessed local market conditions and identified current/prospective sales opportunities, driving revenue growth.

✧ **Increased workforce capacity** by recruiting, mentoring, and promoting 20+ management trainees as high-performing assistant managers.
✧ Enticed and retained 15+ corporate partners and **expanded the current fleet of vehicles from 230 units to approximately 440 units** through effective planning and deployment.
✧ **Discussed high-end government bids and contracts ranging from $2M-$5M in revenue per month** by supervising 9 store locations.
✧ **Oversaw a key account for a $30K monthly spend** through consistent marketing and follow through with promises on pick-up times and car availability.
✧ Received recognition for exceptional performance, including invitations to "Elite to Eat" dinners, ESQI (Employee Quality Service Index) Cups for customer service, and quarterly achievements and awards.

Vice President of Programs   2013 – 2014
Entrepreneur Society: San Diego, CA

Collaborated with the senior management team to integrate cross-program activities and functions.

- ◇ **Maximized operational efficiency and revenue** by aiding in building, guiding, and overseeing various programs and events on campus, such as Entrepreneur Day, Lean Model Startup, and Pitch Fest.
- ◇ **Boosted the small organization of 7 members to 150+ active dues-paying associates** by producing and maintaining the organization's mission, values, and goals.
- ◇ **Earned high-level acknowledgment with a Leadership Certificate** for an outstanding organization from San Diego State University.
- ◇ Obtained public speaking opportunities for Tony Hawk (Professional Skateboarder and Business Owner), Brian Smith (Founder of Ugg Boots), and Tom McElroy (Founder of Volcom Stone Clothing Brand).

EDUCATION & CERTIFICATIONS

University of San Diego, San Diego, CA
Master of Science in Technology Innovation; GPA: 3.9
- ◇ Relevant Coursework: Big Data, Computer Networking, Principals of Cloud & Mobile Computing, Technology Management & Leadership, Customer Validation & Product Strategy, Advanced Digital Marketing

University of California – Los Angeles, Los Angeles, CA
Full Stack Web Development Certificate
- ◇ Clubs/Activities: Hack-a-Thon, Demo Day
- ◇ Relevant Projects: Created Ultimate Pub Crawl App | Project Parks Application (App to Book, Obtain Info & Explore Public Parks Around the US) | Assisted with User Interface of Goat CRM

San Diego State University, San Diego, CA
Bachelor of Arts in Communications

Certifications or Additional Education: Digital Advertising, HubSpot (2023); Email Marketing, HubSpot (2023); Salesforce Trial Blazer Training (2021); Google Suite Certificate (2021); Tag Manager Fundamentals, Google (2021); Advanced Google Analytics, Google (2020); Google Analytics for Power Users, Google (2020); Reporting for Data Studio, Google (2020); UCLA Coding Boot Camp (2020)

TECHNOLOGY & TOOLS

Microsoft Office: Word, Excel, PowerPoint, Outlook; Pardot, Mailchimp, Klavio, HubSpot, ConvertKit, Active Campaign, Outreach, Google Ads, Google Analytics, Data Studio, Tag Manager, Salesforce, Never Bounce, Seamless Ai, Lucid Chart, Barracuda, Canva, Adobe suite products, Figma, HTML, CSS, JavaScript, JQuery, React JS, MySQL, Node, VSCode, Google Suite

HONORS & AWARDS

Leadership Certificate; Founding Father, Pi Kappa Alpha; 1st Place, Pitch Fest; Zhan Innovation Center, Leadership Certificate of Excellence for Entrepreneur Society

PROFESSIONAL AFFILIATIONS

Member, Pi Kappa Alpha (2012 – 2015); Member, Toast Masters (2013)

COMMUNITY ENGAGEMENT

Pi Kappa Alpha, San Diego River Park Foundation, San Diego Coastkeeper's, Keep Austin Beautiful

INTERESTS

Half Marathons, Fun Runs, Marathons, Hiking, Exploring Outdoors, Checking Out New Restaurants, Cooking, Food, Craft Beer, Brewing Homemade Beers with Friends