

# David Williams

marketing leader  
writer/editor  
operator  
content strategist

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Samples of my work here:

[dmwilliams.org](http://dmwilliams.org)

# About Me

Central to all I do is my belief in the limitless power of well-crafted narratives.

I studied creative writing in college and have always maintained a creative outlet through writing, including most recently having the good fortune to work on a collection of short fiction. I am obsessive about language, media, content strategy, narrative design, and storycraft.

As a marketing leader, I have combined this creative, narrative-centric thinking with a very data-driven, specialized, and technical approach to building out successful marketing functions and driving growth in both startups and large, publicly-traded companies.

Recently, I was Managing Director at a local civic media nonprofit, where I helped build a modern, full-stack media organization. Specifically, I formulated a sustainable business model while managing all aspects of operations, programming, and both editorial and operational growth. Prior to that, I led product marketing and the go-to-market strategy for the corporate learning and talent development software of the global, publicly-traded, education technology company, Instructure.

I have also supported SaaS fundraising rounds, successfully launched two user-conferences, managed large-scale corporate content strategies from the agency side, managed CPG field sales teams, launched two successful industry leading newsletters, created long-form interactive content, and written (unproduced) scripts for television and film. Finally, I was a part of three different startups (1 CPG and 2 SaaS) that all ended in successful acquisitions.

Currently, I am immersed in the world of artificial intelligence. I am completing a DeepLearning.ai specialization in machine learning to develop best practices for deploying and managing the business technologies and tools of artificial intelligence, as well as a Parsons School of Design specialization for learning how to design and develop projects utilizing creative AI.

In early 2023, I will be launching an AI-themed newsletter that tells the story of AI through fictional, capsule-sized stories about the real people who created and shaped the field, accompanied by curation of the most interesting AI profiles, long-form articles, and related curiosities.

# Experience

## The Philadelphia Citizen

*Managing Director; Board Advisor*  
Feb 2019-Jan 2021  
Philadelphia, PA

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Led operations, development, programming & growth for media org with 1M+ audience

Created sustainable business model that helped organization cross 1M in total audience

Guided editorial growth, including, producing org's first narrative-driven podcast, enhancing the newsletter, and developing programming for annual and year-end IRL event series

Managed all aspects of board development, fund-raising, grant oversight, venue partnerships, and corporate sponsorships

Managed all aspects of org's signature in-person event of 500+ attendees that included high-profile guests such as: John Oliver, Josh Shapiro, Letitia James, Ali Velshi, Black Thought, Josh Kopelman, Michael Rubin, and others

Advised organization on shift from in-person event experiences to digital only in early 2020

## Instructure

*Sr. Dir, Product Marketing; Marketing*  
Dec 2017-Jan 2019  
Philadelphia, PA & Salt Lake City, UT

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Led overhaul of GTM strategy based on deep insight into customer journey & clarity of messaging, positioning, and pricing to convey maximum customer value

Revamped Demand Gen function to better align with attribution & become more data-driven

Enabled inbound & outbound sales teams to provide value-driven customer engagement

Supported amplification and syndication of messaging, including PR/AR

Led execution of corporate user conference of 3k+ attendees

Reported direct into COO/CMO; directly managed both demand gen (digital, content, ops), product marketing functions, and directed field and brand marketing functions

## Practice (acquired by Instructure)

*Head of Marketing*  
Jan 2016-Dec 2017  
Philadelphia, PA

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Led the rebranding & relaunch from higher ed video roleplay software to corporate training solution, including creation of Practice brand identity, logo, website (in 5 mo.)

Successfully launched new Practice brand into corporate market and established the founder as a thought leader in corporate learning and development space

Helped create Series A fundraising pitch/story and established SaaS metric framework

Led successful marketing/demand generation strategy to acquire first enterprise clients and +120% YoY ARR

Created long-form thought leadership content and newsletter to support demand generation efforts and managed robust field marketing motion returning consistent lead gen results via conference circuit and live events

## RJMetrics (acquired by Magento)

*Sr. Marketing Manager (Content)*  
Nov 2014-Dec 2015  
Philadelphia, PA

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Project lead and primary author for the interactive benchmark report series, including annual eCommerce Benchmark reports and The 2015 State of Data Science

Pitched and launched the company's most successful marketing initiative at time: 'The Data Science Newsletter,' which evolved into 'The Analytics Engineering Roundup', authored by Tristan Handy, Founder of dbt Labs

Led the planning and execution for the company's first branded community event: Data Jaww

Supported creation and execution of partner and customer webinars, data journalism blog posts, and sales enablement content

Worked closely with two, Philly based, a16z portfolio founders: Tristan Handy of dbt Labs and Bob Moore of Crossbeam

# More Experience

## Seer Interactive

*Sr. Manager, SEO & Content Specialist*  
June 2013-Nov 2014  
Philadelphia, PA

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Formulated and project managed digital marketing strategy for multiple Fortune 100 enterprise, mid-market and SMB accounts, including: SEO, PPC integration, social media management, community engagement, ux experience mapping, analytics and attribution, competitive analysis, and content strategy

Initiated and helped develop framework for agencies first content engagement metrics to guide agency-wide content ideation and social amplification

Copywriter and content creator for multiple client accounts

## Mighty Writers

*Dir. of New Media Programs, Editor*  
Jan 2012-June 2013  
Philadelphia, PA

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Co-developed and drafted one year grant for community non-profit to explore digital media impact on writing skills in urban high school students

Created website and edited and managed platform for high school students to own all aspects of publishing essays, articles, comments and multimedia contributions

Created multimedia content curriculum and coordinated digital literacy workshops

Facilitated partnerships with local media outlets and institutions, including: WHYY, University of Pennsylvania, Temple University, Fox 29 News, and The Philadelphia Inquirer

**glacéau vitaminwater** (acquired by Coca-Cola)  
*Regional Market Manager, NYC & Long Island*  
2006-2010  
New York, NY

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Led sales and distribution team in the largest North American market

Developed, implemented, held directly accountable for an annual total market budget +\$10M

Assisted in education of Coca-Cola's global brand launch team on how to build and define the vitaminwater and smartwater brands in emerging international markets

Hired, managed, and trained a regional sales force of sixteen sales managers

Supported design and execution of sales and marketing growth driver strategy based on real time market analysis, involving major corporate retail, marketing, entertainment, and professional athlete partnerships

# Learning

## **DeepLearning.AI**

Machine Learning Specialization

(Currently enrolled), 2023, Online Certification, Coursera

## **Parsons School of Design, The New School University**

Creativity and AI Specialization, Artificial Creativity

(Currently Enrolled), 2023, Online Certification, Coursera

## **DeepLearning.AI**

AI For Everyone

2022, Online Certification, Coursera

## **Wharton Online, University of Pennsylvania**

Leadership in the 21st Century, 2019

Business Foundations, 2016

Online Certification, Coursera

## **Northwestern University**

Content Strategy for Professionals

2014, Online Certification

## **General Assembly**

Front-End Web Development - HTML, JavaScript, Rails, APIs

2012, Nine Week Intensive - Cohort 1, NYC

## **New School University, Eugene Lang College**

Creative Writing and Social & Historical Inquiry

2000-04, New York City

## **Rutgers University**

Political Science & English (transferred)

1998-1999, New Brunswick, NJ

Division 1 Varsity Athlete