**William S. Collins Jr.**

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**EXPERIENCE:**

**N365 Group, New York, NY** 2020-Present

**VP Growth Marketing**

Responsible for launching Swedish based Native Advertising Agency in the U.S. Produced marketing plan using targeted email, Facebook and Google campaigns to drive leads for this native advertising firm. Manage sales efforts, customer relationships, negotiating agreements, etc.

**egrace.love, Poughkeepsie, NY** 2018-2019

**Business Manager**

* + - Conducted market research and produced business and launch plan for retail handmade goods business to replace traditional local boutiques that sold local artisanal goods, often on consignment.
		- Created detailed five-year financial projections for handmade jewelry and accessory ecommerce business that focused on marketing, customer acquisition and sales for investor deck to raise capital.
		- Developed content marketing/social media plans along with email, SEM, SEO, display, PR, sponsorships, and other media plans/projections and evaluated HubSpot, MailChimp, etc. automation/CRM solutions

**BC2 PARTNERS, Wyckoff, NJ** 2013-2018

**Principal**

Independent consultant specializing in lead generation programs via targeted advertising on Facebook and Google networks. Provide email, SEO, SEM, UX, media & creative planning, buying, testing and optimization services for small to mid-sized companies.

**GAIN CAPITAL GROUP (FOREX.com)**, **Bedminster, NJ & NYC** 2005-2013

**VP Growth Marketing**

* + - Managed critical relationships with primary distribution partners, Yahoo, Google, FX Publishers along with technology and advertising agencies. Developed new forex microsite with Yahoo that was a huge improvement of their old site and allowed for rapid growth of the category and our business.
		- Built Marketing team from two to eight, vetted selected, negotiated terms with marketing technology and operation providers.
		- Supported institutional sales team by supporting global trade shows, client visits, events and dinners.
		- Produced strategic plan that drove GAIN to a Deloitte “Fastest Growing Firm Award,” recognizing revenue growth for GAIN of 305% over five years.
		- Added remnant TV advertising that promoted the forex segment along with our brand, driving down costs on all direct marketing channels and improving conversion rates across the board.

 **THESTREET.com, New York, NY** 2003-2005

**VP Client Acquisition**

* + - Managed and negotiated the Yahoo Finance relationship that drove 50+% of revenues for the firm
		- Increased ad revenue 20% by redesigning TSC website utilizing internal resources and customer research
		- Initiated customer research that drove new premium newsletters; restructured products and marketing resources to align with demand.
		- Created and sold US market coverage to E\*TRADE, generating $500k with nearly zero marginal cost.
		- Managed key contributor relationships working on product development and financial terms for use on TSC Services and third-party publisher sites.

**TD AMERITRADE**, **New York, NY** 2000-2003

 **Director Online Marketing**

* + - Negotiated and managed major relationships with large publishers with 7-8 figure annual partnerships. Promoted to manage online marketing team of six. Owned prospecting, media planning/buying and campaign optimization, along with external cross-product-marketing along with creative development and optimization.
		- Implemented cost and ROI metrics for each campaign and media by designing and implementing the company’s first Lead/Account Tracking System that tied predictive and actual profitability figures to accounts to generate a quality score.
		- Streamlined and improved online-account application user experience (UX), increasing yield 17%.

**Website Product Manager** 2000-2001

* + - Product Manager for Active Trader Segment, the most valuable customer segment, managing financial analysis, client and competitive research, product development, rollouts, and communications.
		- Worked closely with all Project Managers to schedule and measure performance of placements and promotions on website homepage to optimize valuable real estate for 5+ million customers. Designed and managed rollout of the first customer-segmented product, TDW Active Traders, which targeted the company’s most profitable customers.

**DLJdirect, Jersey City**, **NJ** 1997-2000

 **Digital Marketing Director**

Online marketing manager responsible for all online distribution and major sponsorship programs with Yahoo, MSN, AOL. Managed all online content relationships with Dow Jones, Reuters, and all market data sources.

**Pershing BNY Mellon, Jersey City**, **NJ** 1992-1997

 **Project Manager**

Two-year management training program, agency equity trader on international OTC Desk, equity order flow manager, settlement date transition, broker dealer application, NYSE Membership application

**EDUCATION:**

**NEW YORK UNIVERSITY, New York, NY**, - MBA, Marketing and Finance

**FAIRLEIGH DICKINSON UNIVERSITY, Hackensack, NJ** -BS, Business Management - 3.8 GPA in Major

**KNOWLEDGE BASE:** MS Office, Google, Facebook, WordPress, HubSpot, Pipedrive, Salesforce, etc.

**INTERESTS:** Photography, cooking, golf, soccer, skiing, reading