

WILLIAM WIDMER JR.

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Marketing professional with 5+ years of experience executing B2B marketing programs across financial services and technology organizations. Experienced in developing partner-focused marketing campaigns, creating sales enablement and customer onboarding materials, and translating complex products into clear, compelling marketing content. Skilled at coordinating cross-functional initiatives across marketing, sales, and product teams while using marketing automation and analytics to optimize engagement, pipeline generation, and program performance.

EXPERIENCE

APR 2024 – NOV 2025

MARKETING AUTOMATION SPECIALIST, WEALTHVEST | BOZEMAN, MONTANA

Led marketing initiatives supporting business growth, client engagement, and sales alignment within a financial services organization.

- Developed and executed multi-channel demand generation campaigns including email, webinars, landing pages, and digital content to drive advisor engagement and pipeline growth.
- Built and optimized automated nurture programs in Marketo to improve lead qualification and accelerate sales handoff.
- Created marketing content and campaign assets that supported advisor education, product launches, and partner-facing communications.
- Collaborated with marketing, product, and sales teams to translate complex financial products into clear marketing messaging and campaign materials.
- Managed campaign tracking, UTMs, and analytics dashboards to measure marketing performance and contribution to pipeline.
- Conducted A/B testing across messaging, subject lines, and CTAs to improve engagement and campaign effectiveness.
- Coordinated cross-functional campaign execution with marketing, sales, and leadership stakeholders to ensure timely program deployment.

DEC 2023 – DEC 2024

EVENT & MARKETING MANAGER, LEGAL OPS UNCENSORED | ATHERTON, CALIFORNIA

Executed marketing and community engagement programs for an international professional community.

- Planned and executed digital marketing campaigns promoting industry events and virtual programming.
- Wrote and distributed marketing content across email, social media, and digital channels to drive audience engagement and event registration.
- Coordinated marketing assets, messaging, and promotional timelines to maintain brand consistency across campaigns.
- Partnered with event stakeholders and industry collaborators to expand brand visibility and participation.
- Analyzed campaign engagement, registration data, and attendee feedback to refine marketing strategies.
- Managed campaign calendars, marketing assets, and event logistics to ensure smooth program execution.

JULY 2020 – MAY 2023

MARKETING SPECIALIST, EBARA TECHNOLOGIES INC. | SACRAMENTO, CALIFORNIA

Managed marketing campaigns and outreach initiatives supporting business development and brand visibility for a technology manufacturer.

- Managed integrated marketing campaigns across website content, digital marketing, and product marketing initiatives.
- Partnered with sales and product teams to develop marketing materials and messaging supporting enterprise customers and channel partners.
- Led cross-functional initiative to redesign the company website and launch an e-commerce platform to improve digital visibility and lead generation.
- Created marketing collateral including landing pages, product content, and digital assets supporting events, trade shows, and partner outreach.
- Built and optimized automated nurture programs in HubSpot to improve lead qualification and sales readiness.
- Managed CRM data and campaign analytics to track engagement and identify new demand generation opportunities.

APR 2017 – DEC 2019

ASSISTANT COACH & MEDIA COORDINATOR, UNIVERSITY OF MONTANA MEN’S LACROSSE

Coached and coordinated operations, athlete development, and recruiting initiatives to support competitive success and program visibility for a collegiate lacrosse team.

- Managed the development of team and player objectives and leading to Conference Championships and two National Tournament appearances.
- Assisted in planning meetings, prepared player materials, and managing confidential team information.
- Evaluated player performance, developed and implemented improvement strategies.
- Managed and coordinated game-day operations (home/away) and out-of-state travel.
- Content creation for biannual recruitment and marketing campaigns.
- Development and management of team-sponsored social media account.

MAY 2019 – NOV 2019

BOX OFFICE MANAGER, MISSOULA OSPREY MiLB | MISSOULA, MONTANA

Managed ticketing operations, staff supervision, and revenue processes to support game-day execution, customer experience, and sponsor fulfillment for a Minor League Baseball organization.

- Managing gameday tickets and packaged sales at front office and stadium.
- Hired and supervised a 6-member box office team during home games.
- Scheduled employee activities and provided performance feedback.
- Managed manual accounting, budgeting and revenue operations.
- Ensured that all sponsors’ ticketing contracts were fulfilled.

AUG 2018 – DEC 2018

PROPERTY SALES SPECIALIST, GRIZZLY SPORTS PROPERTIES - LEARFIELD | MISSOULA, MONTANA

A collegiate sports marketing company representing NCAA colleges and universities.

- Responsible for selection and display of game-day promotional materials & facilitating sponsors requests.
- Ensured that all sponsors’ gameday contracts were fulfilled.
- Facilitated operations of game-day client events (corporate/individual).

EDUCATION

B.S. IN BUSINESS ADMINISTRATION: MARKETING, UNIVERSITY OF MONTANA | MISSOULA

- Assistant Coach of the University of Montana Men’s Lacrosse Team
- Member of the University of Montana Men’s Lacrosse Team
- Member of the American Marketing Association | University of Montana

CORE SKILLS

- Marketing Content & Copywriting
- Channel & Partner Marketing
- B2B Demand Generation Campaigns
- Marketing Campaign Strategy & Execution
- Cross-Functional Collaboration
- Social Media Marketing & Digital Engagement
- Lead Generation & Pipeline Development
- Email Marketing & Marketing Automation
- Digital Marketing & Content Strategy
- Website & Landing Page Optimization
- Marketing Project Management
- Market Research & Competitive Analysis
- Visual Content Development
- Sales Enablement & Marketing Collateral

MARKETING & AUTOMATION PLATFORMS

- Marketo Engage
- WordPress
- HubSpot
- Salesforce CRM
- Google Analytics (GA4)
- Adobe Creative Cloud
- HTML, CSS (working knowledge)
- Webflow
- Meta Ads Manager
- Google Tag Manager
- Google Ads
- Marketo Interactive Webinar
- Adobe GenStudio
- Office 365

MARKETING PROJECTS , EVENTS & TRADESHOWS

- ebatatech.com Site Redesign
- my.ebatatech.com Site Redesign
- Ebatatech.com E-commerce Platform
- SVC TechCon 2021, 2022, 2023
- U of Montana Lacrosse Seasons 2017-2019
- U of Montana Football Season 2018
- Marketo Sale Insight Launch
- SSHA 2021, 2022
- Josef Q Product Launch Event 2023
- Missoula Osprey Baseball Season 2019
- FAB Owners Alliance 2021, 2022, 2023
- ASMS / NCCVAVS 2020, 2021, 2023
- SEMICONWest 2021, 2022
- BISA 2024