

# JOEL MARC WILLIAMS

joel.williams317@gmail.com | 708.227.1095 | linkedin.com/in/joelmwilliams/

**Experienced marcom strategist, PR practitioner, and technical writer. Leads award-winning campaigns to boost sales, diminish competitor impact & drive brand loyalty.**

Crafted digital marketing and thought-leadership programs for publicly traded Fortune 1000 B2B/B2C brands, interior design, and global building-technology manufacturers. Skilled in creating compelling narratives and translating complex concepts into simple, persuasive communications to engage and influence stakeholders. **PORTFOLIO:** <https://joel-williams.journoportfolio.com/>

- D365 Sales CRM
- WordPress CMS
- AC/MailChimp
- Google Analytics
- LI Campaign Manager
- Lead Nurturing
- SharePoint
- YouTube Studio
- Demand Generation

## EXPERIENCE & ACHIEVEMENTS

**PRAIRIE COMMUNICATIONS, Chicago**      **Senior Content Creator**      10/24 to Present

- Developed articles and case studies for Trade Press Media Facility Group (Building Operating Management Magazine, Facility Maintenance Decisions, Facilitiesnet.com).
- Wrote technical articles around regulations within the commercial and industrial fans and blowers (CIFB) industry for a trade industry association.

**UV RESOURCES, Valencia, CA**      **Marketing Comm. Manager**      2/20 to 9/24  
*\$20M North American HVAC manufacturing business unit of \$5B privately-held Madison Industries.*

Created all brand content, including technical trade articles, e-marketing, training videos, promotional materials, websites, and social media. Successfully transitioned the brand through acquisition by Madison IAQ and merger with the Steril-Aire brand, ensuring seamless integration of marketing efforts. (*Remote Position*)

- Drove lead generation by managing paid search and organic SEO/blog campaigns, achieving approximately 1,000 monthly conversions.
- Designed and implemented comprehensive sales training programs, utilizing in-person presentations, webinars, video tutorials, and infographics to enhance sales team effectiveness.
- As spokesperson, secured top-tier media coverage: *The New York Times, Boston Globe, CNBC.*
- Collaborated closely with sales team to develop customer engagement strategies, product presentations, and drive increased customer acquisition.

**GREENHOUSE DIGITAL, Frankfort, IL**      **Account Director**      1/10 to 1/20  
*\$1M privately-held boutique marcom agency specializing in construction brands.*

Key Accounts: Grundfos, H.B. Fuller Construction, NKBA, Noritz America, Uponor, QuickDrain.

Developed lead nurturing and inbound marketing campaigns; created award-winning content, social media advertising, promotions, and online community-building initiatives. Increased customer/employee engagement and conversion rates.

- Led KPI-driven marketing campaigns such as product launches, brand repositioning, thought leadership, plant closures, and product line acquisitions.
- Developed high-impact whitepapers, landing pages, blog posts, video scripts, webinars, emails, social media campaigns, advertisements, and presentations, enhancing brand visibility and engagement using SmartSheets.
- Achieved a 27% increase in sales over 18 months through strategic campaign management and cross-functional collaboration.

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INGREDION, INC., Westchester, IL **Manager, Corporate Comm.** 12/06 to 6/09  
(NYSE: INGR) \$6B multinational agricultural refiner and food ingredients supplier.

Led internal programs, media relations, sales collateral, and digital communications. Provided strategic counsel to C-Suite on enterprise-level messaging, town hall presentations, corporate sustainability, and employer branding initiatives. Collaborated with Investor Relations on quarterly earnings and partnered with HR to lead employee-giving campaigns, boosting internal engagement. Managed trade media relations. Corn Products International (CPO) purchased National Starch Company and rebranded the merged entity as Ingredion.

KB HOME, Schaumburg, IL **Dir. Regional Public Relations** 8/05 to 6/06  
(NYSE: KBH) \$2B national home builder that operated in 39 markets.

Drove Chicago & Indianapolis market publicity focused on driving traffic to new home communities, increasing media coverage by 17% (Indy). Spearheaded regional publicity campaigns, leveraging media relations and special events to support business growth.

MARKETING SUPPORT, INC., Chicago **PR Account Supervisor** 1/02 to 7/05  
Key Accounts: Aristokraft, Elkay, Midwest Energy Efficiency Alliance, Swingline

Developed publicity campaigns, overseeing \$500,000+ in revenue. Managed a team of three and coordinated with external vendors to deliver high-impact results, ensuring alignment with client goals and driving business growth.

UNIVERSITY OF CHICAGO, Chicago **Senior Director of Comm.** 5/97 to 12/01

Promoted faculty research to enhance admissions, fundraising, and graduate career placement. Managed stakeholder relations, media outreach, publications, and events, overseeing a team of eight to strengthen visibility and engagement.

## EDUCATION & TRAINING

Illinois State University, BS Public Relations; writing minor

### HubSpot Academy

Content Marketing Certification

### University of Chicago

Integrated Marketing, 12-week Graduate Course

### Public Relations Society of America

Employee Engagement Best Practices

### Development Dimensions International

Leadership Development Program

## RECOGNITIONS

- PRSA Skyline Award – **Best New Product Launch**
- Publicity Club of Chicago – **Feature Story Writing**
- Bulldog Reporter – **CSR Award**
- PRSA – **B2B Publicity Campaign**