

My name is Michael Williamson. I am always looking for new ways to meld technology, design and human behaviour to create better experiences in the world.



Skills

I am an experienced senior manager, having held executive roles in start-ups and publicly listed organisations. I am passionate about user experience being the driver of successful transformation and have led improvement projects across integrated system improvement, branding, marketing and sales automation.

I bring a proven track record of driving significant increases in website traffic, brand awareness and lead generation, as well as driving efficiency through implementation of marketing automation, design systems and product innovation.

I utilise a data-driven approach to analyse campaign effectiveness and identify new opportunities to improve the brand experience and forment customer loyalty.

Education & Certifications

2002
Masters of Multimedia
Monash University

2000
Bachelor of Computing
Monash University

Professional Member
Australian Marketing Institute


OutSystems Partner Sales Certification

Hubspot Certifications

- Email Marketing Certified
- Inbound Marketing Certified
- Hubspot Marketing Software Certified

Zoho CRM Certified

Contact

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Skills

Management

- Digital Strategy
- Information Architecture
- Security Architecture
- Project Management
- Stakeholder Negotiation
- Mentorship and Training

Business

- Business Analysis
- Stakeholder Management
- Branding and Design Systems
- Project Coordination
- Design
- User Acceptance Testing
- Workshop Facilitation
- Documentation
- Wireframing
- Agile

Digital

- Customer Relation Management Systems
- Content Management Systems
- Digital Asset Management
- Analytics and Dashboards
- User Experience Design
- Email Marketing
- Responsive Design

Technical

- HTML/CSS
- WCAG 2.0
- Adobe Creative Suite
- Axure RP
- Figma
- Hubspot
- Zoho One
- Salesforce
- Wordpress
- Sitecore
- SharePoint
- JIRA / Confluence
- Campaign Monitor

Employment History



Jan 2023 to
Current

Head of Marketing 9X5 Consulting

Founded in 2021, 9X5 Consulting blends traditional IT professional services with hardware/software sales, managed IT services and software development to give Australian businesses a 'one-stop' ICT partner.

Responsibilities:

- Management and mentorship of Sales and Marketing Teams (4 staff).
- Responsible for all branded, outbound communications for the 9X5 brand and it's subsidiaries.
- Management and improvement of all digital, print and event branding.
- Ownership of all tender submissions, proposals and partnerships.

Achievements:

- Relunched the 9X5, Education360 and Analytics360 digital channels
- Updated their CRM (Zoho One) to support automation of digital channels and lead scoring.
- Successful overseas export program of their Education360 product via industry tradeshows in Singapore and Melbourne. Led to over \$500K in overseas sales.
- Grew revenue by 110% through new website, linked in content marketing campaigns utilising socials and EDMs.
- Recognised as the No.9 organisation in the 2023 CRN Fast50 Awards.

Jul 2021 to
Jan 2023

Chief Marketing Officer Etica Digital

ED was a digital start-up, specialising in building onshore/offshore hybrid teams to deliver large-scale digital transformation projects. As a startup, Marketing was responsible for driving pipeline growth, industry and target market recognition and ensuring that all branded communications met the organisation's standards.

Responsibilities:

- Management of all outgoing communication channels, including online, email, and social.
- Creation of brand guidelines, including UI standards.
- Management of small marketing team.
- Management of all tender submissions, proposals and sales documentation.

Achievements:

- Implemented new digital channels including website and socials.
- Implemented new CRM (Hubspot) including automations, workflows and lead scoring.
- Content-led campaign targeting key customer personas, leading to increase in new clients in the hybrid-workforce space.
- Recognised as the No.2 organisation in the 2022 CRN Fast50 Awards with revenue growth of 226%.

Employment History Continued



Oct 2019
to June 2021

Marketing Manager Centorrino Technologies

Played an active role in the expansion of CT from a Managed Services focused business to a full-service IT business that includes Cyber Security, Infrastructure and As a Service offerings. Led the business lead generation and marketing efforts to produce 30% year-on-year growth, even during the challenges of the pandemic. Managed a high-performance team of 5 staff, along with the management of marketing agencies.

Responsibilities:

- Management and mentoring of marketing team consisting of copywriter, social media manager, graphic designer and videographer.
- Design and implement marketing plan to support sales team in achieving targets.
- Collaborate with cross-functional teams to ensure successful delivery and stakeholder satisfaction for all marketing projects.
- Stay updated with industry trends and market conditions to identify emerging opportunities

Achievements:

- Grew revenue by over 30% year on year through content-led campaigns.
- Established Marketing CRM Platform and introduced Automated Workflows and Campaigns (Hubspot)
- Established CT's Cyber Security, Managed Print and Device as a Service product lines.
- Helped the organisation be recognised through multiple awards with Customer Service Institute of Australia, including the 'Best of the Best' Award in 2020.
- Strengthened key vendor relationships and secured ongoing support.

May 2018 to
Oct 2019

Chief Marketing Officer PS+C Limited

PS+C is one of Australia's leading end-to-end ICT and digital consulting organisations, with over 400 expert consultants, and locations in Melbourne, Sydney, Brisbane and Canberra.

Responsibilities:

- Work with sales team on tender responses and submissions
- Maintenance of Company Websites and Portals
- Production of Annual Report and all Company Statutory Documents
- Event Management
- Conduct Email Campaigns
- Copywriting
- Social Media Marketing via Hootsuite and HubSpot
- Design of all Company Marketing Collateral

Achievements

- Creation of new Company Website, merging content from 12 bespoke company websites. New website led to an 8X increase in web traffic.
- Successful launch of Glass Consulting in Brisbane.
- Renegotiated supplier agreements resulting in cost reductions.
- Took part in acquisition of Artisan Consulting, a bespoke Salesforce consultancy.
- Worked with People and Talent team to streamline all recruitment activity.

Employment History Continued



Apr 2016
to June 2018

Group Manager - Marketing and Brand RXP Services

RXP specialise in providing clients with digital expertise and support across current and emerging channels. From the initial design phase right through to final build, RXP go above and beyond to deliver effective, long-lasting solutions to complex problems.

Responsibilities:

- Maintain Company Branding and Style Guide
- Work with sales team on tender responses and submissions
- Maintenance of Company Websites and Portals
- Production of Annual Report and all Company Statutory Documents
- Event Management
- Email Campaigns
- Copywriting
- Social Media Marketing
- Design of all Company Marketing Collateral

Achievements

- Ran project team that created new company website built on Sitecore. My duties included Project Coordination as well as User Testing and Design.
- Part of team responsible for the merger of The Works, a leading digital advertising firm into the RXP Group.
- Creation of company style guide
- Redesign of all marketing and sales collateral to meet branding style guide.
- Successfully rolled out a company practice model and all associated collateral.

Apr 2015
to Mar 2016

Business Analyst SportsBet (RXP Services)

Worked within SportsBet's Audit & Remediation Team, identifying, solving and fixing and regulatory and security issues discovered.

Responsibilities

- Workshop facilitation with business SMEs
- Documentation of issue and solution design
- Issue remediation

Achievements

- Successfully closed over 40 remediation items across the business.

Nov 2014
to Apr 2015

Digital Business Analyst Telstra Health (RXP Services)

Telstra Health is the largest Australian-based provider of software for healthcare providers and funders. My role as Digital BA was to help identify, document and prioritise user and business requirements for what became the HealthNow App.

Responsibilities:

- Work with business SMEs to document user, business and technical requirements and map customer journeys.
- Involvement in Agile sessions, including daily standups, sprint planning and retros.
- Documentation of all requirements and acceptance test plans in Confluence.

Referees

Available upon request