

Anderson Williams

📞 (214) 555-7716 ✉ anderson.williams@example.com 🔗 linkedin.com/example/andersonwilliams 📍 Dallas, TX 75201

SUMMARY

Senior product marketing professional with six years of **financial services** experience across digital acquisition, lifecycle marketing, consumer research, direct response, and regulated consumer products. Leads channel planning across Paid Search, Affiliates, Direct Mail, and owned digital experiences, connecting customer needs with account economics, creative execution, compliance controls, and measurable growth. Builds **test and learn** roadmaps, performance reports, financial analyses, and executive ready recommendations that guide investment decisions and improve **Cost per Account** efficiency. Partners closely with Product, Risk, Analytics, Compliance, Finance, agencies, and creative teams to resolve issues before launch and maintain disciplined campaign operations. Brings practical judgment, clear communication, and hands on experience balancing **sustainable account growth** with consumer protection. Prepared to contribute thoughtful marketing leadership, reliable analysis, and collaborative execution within a financial services growth organization.

EXPERIENCE

Senior Product Marketing Manager

January 2025 - Present

Northstar Community Bank

Dallas, TX

- Leads digital acquisition and lifecycle marketing for deposit and lending products, guiding channel strategy, agency collaboration, **creative development**, compliance review, measurement, and investment decisions across a regulated consumer portfolio.
- Led deposit and lending acquisition planning across research, creative, compliance, and measurement workstreams.
 - Built test and learn roadmaps for **Paid Search**, Affiliates, and **Direct Mail** using account economics.
 - Connected spend, response, conversion, and Cost per Account in performance narratives for executive partners.
 - Guided agency briefs and **creative reviews** around customer needs, brand standards, and regulatory requirements.
 - Reallocated channel investment through **financial analysis** and incremental growth evidence, supporting sustainable **account economics**.
 - Coordinated risk checkpoints across campaign planning, launch, monitoring, and optimization for regulated products.

Product Marketing Manager

July 2022 - December 2024

Lakeside Financial Services

Irving, TX

- Managed acquisition and retention marketing for consumer banking products, coordinating channel execution, agency production, audience testing, **performance reporting**, customer experience reviews, and cross functional decisions with Product, Analytics, and Compliance.
- Managed consumer banking campaigns across Paid Search, Affiliates, Direct Mail, and owned digital channels.
 - Built reports linking campaign response, **funded accounts**, and financial assumptions for **investment decisions**.
 - Defined test cells, audiences, measurement plans, and readouts with Analytics for lifecycle initiatives.
 - Resolved **customer experience** and regulatory issues through coordinated Product and Compliance reviews before launch.
 - Managed **agency timelines**, creative feedback, and production dependencies across concurrent marketing programs.
 - Presented **optimization** recommendations using customer evidence and performance results to align competing stakeholders.

Digital Marketing Specialist

June 2020 - June 2022

Cedar Ridge Credit Union

Fort Worth, TX

- Executed **digital acquisition** programs for checking, savings, and consumer lending products within a regulated financial services environment, supporting channel operations, landing pages, tracking, research, reporting, and process documentation.
- Executed checking, savings, and lending acquisition programs within regulated **financial services** operations.
 - Maintained Paid Search campaigns and landing page requirements while monitoring conversion signals.
 - Organized affiliate offers, creative assets, tracking requirements, and **compliance** approvals for **direct response** initiatives.
 - Produced recurring performance summaries comparing channel results and customer acquisition costs for marketing leaders.
 - Conducted competitive research that informed campaign hypotheses and customer journey improvements.
 - Documented review steps and campaign processes, improving handoffs across marketing, **Product**, **Analytics**, and Compliance.

PROJECTS

Lifecycle Acquisition Test Program 📅 2024

Built a cross channel test program for consumer banking acquisition, connecting audience cells, creative variants, response data, funded account outcomes, and Cost per Account analysis.

Regulated Campaign Review Workflow 📅 2022

Created a practical campaign review workflow for digital and direct response marketing, organizing assets, tracking requirements, approvals, risk checks, and launch readiness.

LEADERSHIP & AWARDS

- Recognized by marketing leadership for clear performance reporting that connected campaign activity with funded account outcomes.
- Selected as a trusted cross functional partner for balancing customer experience, growth opportunity, and regulatory review.

EDUCATION

Bachelor's Degree in Marketing
University of North Texas GPA: 3.5
Coursework: Consumer Behavior, Marketing Analytics, Integrated Marketing Communications, Financial Management

2020
Denton, TX

CERTIFICATIONS

- Google Ads Search Certification 📅 2026
- Google Analytics Certification 📅 2025

TECHNICAL SKILLS

- **Acquisition Channels:** Paid Search, Affiliates, Direct Mail
- **Lifecycle Marketing:** Customer Retention, Account Growth, Direct Response
- **Marketing Analytics:** Performance Reporting, Conversion Analysis, Cost per Account
- **Financial Analysis:** Account Economics, Investment Analysis, Incremental Growth
- **Consumer Research:** Customer Segmentation, Competitive Research, Journey Analysis
- **Experimentation:** Test and Learn, Test Cells, Campaign Readouts
- **Creative Operations:** Agency Briefs, Creative Reviews, Asset Management
- **Compliance Review:** Regulatory Review, Risk Controls, Approval Workflows
- **Stakeholder Tools:** Product Collaboration, Finance Partnership, Executive Reporting
- **Digital Platforms:** Landing Pages, Owned Channels, Campaign Tracking
- **Campaign Management:** Audience Planning, Offer Management, Launch Monitoring
- **Performance Optimization:** Channel Allocation, Conversion Monitoring, Response Analysis

SKILLS

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|----------------------|-----------------------|-------------------------|-------------------------|
| • Product Marketing | • Direct Mail | • Performance Reporting | • Agency Management |
| • Financial Services | • Digital Acquisition | • Financial Analysis | • Risk and Compliance |
| • Paid Search | • Lifecycle Marketing | • Consumer Research | • Stakeholder Influence |
| • Affiliates | • Cost per Account | • Test and Learn | |

PROFESSIONAL AFFILIATIONS

- American Marketing Association, member focused on practical financial services marketing and peer learning.
- Dallas financial services marketing community, participant in collaborative discussions on customer growth and compliant campaign execution.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST