

Spencer Wilson

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Work Experience

Content Marketing Specialist

LoadSmart - Chicago, IL
June 2022 to September 2022

Managed third party creative agencies for hero video and commercials ensuring projects met brand quality standards and stayed on schedule within a \$250k budget.
Developed monthly content calendar to capture the parent brand and sub-brands of the company in order to best reach our target audience.
Agile leader for marketing team, performed a bi-weekly planning meeting and daily stand- ups to keep alignment across five different marketing teams.
Oversaw AV production of monthly company town hall meetings ensured a high-quality experience for on-site staff and remote employees.
Managed content inventory for marketing team ensuring updated materials available for marketing and sales team.

Marketing Coordinator

LoadSmart - Chicago, IL
September 2021 to June 2022

Performed content mapping workshops to ensure the alignment of content along the buyer journey and buyer personas.
Stayed within \$10k budget to oversee external awards program and apply for applicable awards.
Produced monthly content calendars for sub-brands Kamion and Opendock in order to create a social presence and brand awareness of their product line.
Managed videographers and coordinated in-office shoots and interviews for corporate branding.

Brand Marketing Coordinator

Employco USA - Westmont, IL
August 2021 to September 2021

Supported the development of new client proposals and sales collateral.
Coordinated commercial production and messaging to match the Employco brand.
Responsible for the outreach to potential new podcasts.

Social Media Coordinator

Employco USA - Westmont, IL
May 2020 to January 2021

Developed a social media strategy to increase the following of the company's accounts.

Designed compelling visuals and engaging content for COVID webinar email nurtures.

Brand Strategist

Employco USA - Westmont, IL
May 2019 to September 2019

Facilitated corporate team building activities.

Analyzed marketing campaign of competing firms.

Coordinated sales meetings with prospects and president of firm.

Assistant Event Coordinator

Employco USA - Westmont, IL
May 2018 to August 2018

Managed \$15,000 budget for national YPO event.

Assisted in coordination and presentation of Employco USA corporate events.

Represented Employco USA at ESCA sales conference in Carlsbad, California.

Education

BSBA in Marketing

University of Arizona
May 2021

Skills

- Content Development
- Agency management
- Brand Consolidation
- Content Mapping
- Project management
- Social media planning
- Digital storytelling
- Client Centric
- Linked data
- HubSpot
- Content Marketing
- Presentation skills
- SaaS
- Coachable

Links

[linkedin.com/in/spencer-rm-wilson](https://www.linkedin.com/in/spencer-rm-wilson)

spencerwilson.info

Certifications and Licenses

YNG Transforming Yourself

August 2022 to Present

Gather with YNGers from around the world in London, for this world-class, four-day learning journey to build community and inspire possibilities. Elevate your leadership skills through dynamic sessions with faculty from London Business School, one of the leading business schools in the world. Transform and challenge your thinking through Only in-YPO methodology and participate in international forum discussions, coaching sessions, sense-making journeys and more. You'll take an inside-out view of your leadership role as you reflect on and share how you lead as an individual, in teams and in your communities to create meaningful personal, organizational and societal change.

Take an in-depth look at leadership priorities, explore the impact of mindset shifts and step into the shoes of other leaders as you absorb case studies on business growth and experiment with approaches for solving simulated real-world challenges. Be prepared to build your confidence through program learnings, gain empowerment with a support network to navigate future challenges and transform yourself as a leader who can create value for today and the future. Challenge yourself to think differently, see the world with a new perspective through Only-in-YPO experiences and make lifelong connections with YNGers from around the world.