WILLIAM MARTIN

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Work History

https://www.linkedin.com/in/will-martin1986

Technical Sales Engineer, 11/2024 - Current
Digital Project Manager, 1/2024 - 11/2024
Service Desk Associate, 6/2023 - 1/2024
Fruition, Denver, CO
- Drive Pre-Sales and Project Scoping: Perform technical reviews and discovery of websites and web applications, scope creation, and budget estimation to support sales pitches and secure new client projects. Write detailed proposals that align project goals with client needs to enhance win rates.
- Bridge Client and Delivery Teams: Act as the key liaison, ensuring smooth hand-offs, clear communication, and ongoing support throughout the project and software development lifecycle.
- Optimize Project Success: Collaborate on project planning, monitor scope and resource allocation, and contribute to continuous improvement through retrospectives and process refinements.
- Lead End-to-End Project Delivery: Manage digital projects from initiation to completion, ensuring on-time and on-budget delivery while aligning with client goals.
- Provide Expert Web Support: Deliver technical assistance and web admin support for a wide number of web platforms (like WordPress, Drupal, and Shopify) with great customer service.

Freelance Web Solutions Developer, Designer & Marketing Professional, 02/2007 - 6/2023
willpower.codes, Denver, CO
- Design and Development with a focus on conversions: Create custom websites, logos, print ads, and magazines, blending strong visual design with functional web development. Deliver strong advertising strategies based on user research via modern platforms (Google Ads, social media).
- Creative Solutions: Provide graphic design and social media content creation services, including photography touch-ups and light video editing to enhance brand storytelling.

Marketing & Administrative Manager, 09/2020 - 04/2023
Little Colorado, Denver, CO
- Business Management Consultant: Provided remote consultation on administration practices, SaaS, accounting, invoicing, sales tax, marketing, website management, and social media strategy.
- Marketing & Administration Manager: Oversaw all aspects of online business operations, including accounting, customer service, partnerships, social media, advertising campaigns, HR, and administrative processes.
- Technical and Process Optimization: Implemented and maintained business software, hardware, and SaaS, managed websites' frontend/backend, optimized shipping processes, and developed custom tools for performance tracking and inventory management.
- Office Manager: Managed day-to-day office operations, supporting e-commerce activities and ensuring efficient administrative workflows.

Executive Assistant to the Chief Executive Officer, 07/2019 - 04/2020
Access.mobile, Denver, CO
- Executive Support: Managed the CEO's calendar, travel, expenses, document preparation, and employee relations tracking to ensure smooth daily operations.
- Event and Meeting Coordination: Organized a week-long Global Retreat, handled logistics for Shareholder and Board meetings, and provided post-event analysis.
- Technical and Brand Management: Built and maintained a CRM tool, managed website updates, and created branded materials for marketing and digital presence.

Business Manager, 09/2012 - 04/2018
Microsoft, Mountain View, CA
- Administrative Management: Oversaw calendar management, travel arrangements, expense reporting, head count, space, procurement, vendor coordination, and office support services.
- Executive Support: Prepared executive communications, managed newsletters, created presentations, and supported hiring processes and contractor management.
- Operational and Event Planning: Assisted with marketing budgets, business financial operations, event planning, and on-site support for projects across diverse budget ranges.

Education

San Jose State University, Jan 2016–Dec 2018, Bachelor's: Software Engineering (In-progress)
University of Colorado Boulder, Sept. 2006–May 2009, Bachelor's: English Language
Pueblo Community College, June 2005–May 2007, Associate's: Business Administration