

William S. Collins Jr.
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EXPERIENCE:

BC2 PARTNERS, Wyckoff, NJ
Principal

April 2013-Present

Marketing consultant providing marketing services ranging from strategic planning to hands-on implementation of website redesigns, cross channel marketing campaigns while focusing on determining and delivering improved KPIs. Extensive experience with website refreshes and redesigns, closely working with design and user experience inputs to create engaging and informative client and prospect experiences regardless of accessing via mobile, desktop, TV, or other client. Select client engagements:

- **MARKETING AGENCY (CONFIDENTIAL) NY, NY** (*Media/Creative*)
Support Boutique Marketing Agency by providing media management for a midsized mutual fund client, including programmatic display management, creative optimization and budget management. Manage pay per click search campaigns (Adwords, Bing, Yahoo) along with search engine optimization and content distribution for additional accounts leveraging Google Analytics dashboards and reporting.
- **AIREX MARKET, NY, NY** (*Marketing Strategy/Research*)
Produced company marketing plan, including a prioritized list of projects needed to jump start the business. Worked closely with the Sales Team to identify and onboard high value financial reports, news and commentary to increase offerings for RIAs, Hedge Funds, Money Managers and HNW Investors. Promoted Institutional Research Reports from Thomson Reuters, Moody's, S&P Capital IQ, Zacks, and other smaller independent research shops.
- **BANK LEUMI, NY, NY** (*UX/Web Analytics*)
Responsible for private banking and commercial banking user experience UX, analyzed and designed client paths and reporting interfaces for client statements and online reporting for private bankers.
- **INTEGRA REALTY RESOURCES Inc., NY, NY** (*Media Management/Web Analytics*)
Ran the planning, buying, testing and optimization of media, utilizing programmatic buying for all display inventory, leveraging remarketing campaigns from email drops and website visits.

GAIN CAPITAL GROUP, Bedminster, NJ and NY, NY

2005 - 2013

VP Marketing

- Led Global Marketing Acquisition Program that drove market value of GCAP over 3x pre IPO Value in 4yrs, working through two rounds of VC funding and going through an IPO in 2010. Worked with head of sales to build the sales team from less than ten individuals to a team that peaked at over 45 salespeople and increased quality leads to support that growth by expanding Marketing scale 6x in first five years.
- Supported institutional sales team with SEO, SEM; lead generation programs along with providing sales collateral materials to support global presence at trade shows, client visits, events and dinners.
- Built Marketing team from two to eight and hired several agencies to manage budget and improve ROI by leveraging internal and external creative resources to produce synergistic cross channel ad campaigns.
- Produced strategic plan that helped drive GAIN to a Deloitte "Fastest Growing Firm Award," recognizing revenue growth for GAIN of 305% over five years. Lead the redesign of the FOREX.com Website, implementing website trading, creating new lead generation funnel and integrated with sales via Salesforce.com.

THESTREET.com, NY, NY

2003 - 2005

VP Business/Product Development & VP Client Acquisition

- Served as key member of executive team, setting company's strategic direction; initiated customer research that drove new premium newsletters; restructured products and marketing resources to align with demand.
- Increased sales of primary subscription services by over 25% by implementing first ad campaign for an individual product in firm's history; managed testing programs for forms, applications and landing pages.
- Teamed with internal creative group to produce award-winning ads, landing pages and marketing funnels that increased lead generation and increased yield by integrating structured marketing and sales conversion funnels
- Negotiated and expanded distribution agreements with Yahoo, MSN, AOL; fueling 50%+ of TSC revenue.

TD AMERITRADE (formerly TD Waterhouse), **NY, NY** 2000 - 2003

FVP Client Acquisition (2001-2003)

- Promoted to manage online marketing team of six. Owned prospecting, media planning/buying and campaign optimization, along with external cross-product-marketing along with creative development and optimization.
- Implemented cost and ROI metrics for each campaign and media by designing and implementing the company's first Lead/Account Tracking System that tied predictive and actual profitability figures to accounts to generate a quality score.
- Streamlined and improved online-account application user experience (UX), increasing yield 17%.

FVP Website Management, NY, NY (2000 – 2001)

- Product Manager for Active Trader Segment, the most valuable customer segment, managing financial analysis, client and competitive research, product development, rollouts, and communications.
- Owned website homepage, merchandizing various products throughout the year based on seasonality, market movements, and ROI. Worked closely with all Project Managers to schedule and measure performance of placements and promotions to optimize valuable real estate for our 5+ million customers. Designed and managed rollout of the first customer-segmented product, TDW Active Traders, which targeted the company's most profitable customers.

ETRADE (formerly DLJ*direct*), **Jersey City, NJ** 1997 - 2000

VP Online Marketing/Content Management

Negotiated and managed 2yr mission-critical relationship with AOL along with agreements with Microsoft, Intuit, and Yahoo; all enterprise level agreements that drove 90% of new retail business. Owned relationships with quote/news feeds from Dow Jones, Reuters, etc. and worked on UI/UX Team for platforms and website integration.

PERSHING/PERSHING TRADING COMPANY, Jersey City, NJ 1992 - 1997

AVP OTC Equity Trader

Two-year corporate training program, OTC agency trader, project manager, equity order flow manager and cost management analyst

EDUCATION:

NEW YORK UNIVERSITY, NY, NY 1999
MBA, Marketing and Finance

FAIRLEIGH DICKINSON UNIVERSITY, Hackensack, NJ 1990
BS, Business Management
GPA in Major 3.8

KNOWLEDGE BASE:

LICENCES - Held Series 7 and 63

TOOLS - Google Analytics, Google AdWords, Facebook, MS Office, Salesforce, WordPress, LinkedIn

INTERESTS: Soccer, Skiing, Golf, Photography, Cooking, Reading