

Eduardo Williams T.

Digital marketing and partnerships for music and creative businesses



www.WilliamsE.com



+52 (228) 858 3997



ewilliamstorio@gmail.com

Profile

Digital Music Production Engineer graduated from Tecnológico de Monterrey specialized in **digital marketing, eCommerce and brand partnerships**. With experience in marketing, product management, artist relations, content production and events. **Professionalism, dedication and creativity** are some of the qualities that define my performance, whatever the activity.

Abilities and Experience

Leadership and strategic thinking

Team work and team management

Music Technology and Instruments Industry

Music industry relations and partnerships

Experience with international teams

Data and Impact Metrics Analysis

Results and detail oriented

Energetic, critical, demanding, organized

Tools

Microsoft Office Suite - Advanced Excel

Suite Adobe CC

eCommerce (Shopify, Amazon)

Monday.com, Hootsuite, Meta

Google Suite and Analytics

Google Ads and Meta Ads Manager

Audio hardware and software

Languages

Spanish | Native competence

English | Professional competence



Work Experience

Marketing and eCommerce Coordinator

Roland Corporation, Mexico (2019 - present)

- **In charge of the digital marketing strategy** (SEM and SMM planning, email and content marketing, organic posting, data analysis, and budget allocation), **localized content creation, design and in-store marketing**.
- **Responsible for e-commerce strategy and implementation** (Mercado Libre, Amazon Mexico, and Shopify D2C web store).
- **Coordinate artist relations and strategic brand partnerships** (collaboration with artists, influencers, local media, studios, labels and streaming platforms, music festivals, and venues).
- **Events and brand activations**, online and on-site.

Achievements:

Design, development and implementation of **B2C store** (+269% growth in 2 years).

Roland Day: House of Vans (2022), Monterrey (2023).

Key partnerships: ONErpm, House of Vans, Vive Latino, Apodaca Group, San Pedro Garza G. government, Skoove, Tec de Monterrey.

Key artists: Moderatto, Molotov, Camilo Séptimo, CLUBZ, Plastilina Mosh, and more.

Product Manager

Roland Corporation, Mexico (2019 - present)

- In charge of the local product strategy for **synthesizer, dance and DJ, and wind instruments** categories.

Professor

Tecnológico de Monterrey (2023 - present)

- Topics and electives professor at Tecnológico de Monterrey's high school in subjects related to music and businesses.



Education

Digital Music Production Engineering

Tecnológico de Monterrey (2014 - 2018)

The program combines different areas, for example: music production (recording, mixing and mastering of audio), marketing, video production, advanced mathematics and physics, web and mobile devices programming, administration and businesses, among others.

Acknowledgments: Integral student price, generation's best average grade, honorific mention.

Digital Marketing Diploma

Tecnológico de Monterrey (2021)

Focusing on digital marketing strategies that allow penetrating new markets and platforms to monetize new business opportunities: SEO, SEM, SMM, eCommerce, automation, data management, AI.

Acknowledgments: Program's best average grade.

Music Technology

University of Sussex - International Exchange (2018)