

Eduardo Williams T.

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Digital marketing | eCommerce | Brand Partnerships | Artist Relations | Content Production | Events

I am a passionate, results-oriented engineer with a unique blend of technical and marketing expertise, equipped to stand out in today's dynamic music industry. My experience allows me to create effective strategies, build strong professional relationships, and deliver high-quality content and experiences. Known for my professionalism, dedication, and creativity, I exceed expectations and drive success and innovation in every project I undertake.

Education

Tecnológico de Monterrey • 2018

Digital Music Production Engineering

Awards: Integral student trophy, generation's best average grade, honorific mention.

Mexico City, Mexico

GPA: 3.7

Tecnológico de Monterrey • 2021

Digital Marketing Diploma

Online - Mexico
Program's best average grade

University of Sussex • 2017

International exchange program focusing on Music Technology

Brighton, England

Professional Experience

Roland Corporation • Mexico City

Marketing and eCommerce Coordinator

March 2021 - July 2024

Responsible for promoting Roland brands nationally and the expansion of online commerce platforms.

- **Coordinated the paid digital marketing strategy for Google, Meta, and Amazon**, accomplishing a 30x ROAS and over 32 million impressions during 2023, also expecting a 149% growth for 2024.
- **Developed and managed the brand's direct online store using Shopify**, achieving over 280% growth in three years and becoming the top three sales channel for the company.
- **Designed and executed the Roland Day concept, with events in Mexico City and Monterrey**, both with more than 1,000 attendees. **Coordinated the brand's participation in key events** with more than 2,000 attendees, like Bazar de Bandas and MexSyntCo.
- **Partnered with over 50 artists, content creators, brands, labels, and institutions**, including Moderatto, Molotov, Camilo Séptimo, Plastilina Mosh, Argentina Durán, House of Vans, Vive Latino, Apodaca Group, ONErpm, Skoove, and Tec de Monterrey.
- **Managed the allocation of a \$4.5 million mexican pesos budget and generated reports for senior management** to review results and expenses.

Roland Corporation · Mexico City

March 2020 - July 2024

Product Manager

Responsible for the local strategy for two product categories valued at over \$40 million Mexican pesos per year, including marketing, sales forecast, development and content.

- **Positioned Roland E-X series in Mexico** by coordinating the creation of localized sound content, leading to a 440% increase in sales from 2021 to 2023.
- **Arranged the production of local content** for products like GO:KEYS 3 and 5, E-X10, AIRA Compact, and SP-404MK2, as well as artist content for FANTOM-0 and BOSS 200 series.

Roland Corporation · Mexico City

September 2019 - March 2021

Marketing Specialist

Worked with the team to successfully grow social media engagement through creative digital content, collaboration with artists, and effective ad campaigns. Optimized marketplaces (Amazon, Mercado Libre) to boost online sales.

Roland Corporation · Mexico City

March 2019 - September 2019

Sales Agent

Oversaw new customer acquisition, purchase orders, and sales growth for the northern region of the country. Developed business intelligence tools and started the professional relationship with some of today's top clients.

Tecnológico de Monterrey · Mexico City

August 2023 - July 2024

Professor

Gathered my professional experience to teach elective subjects related to music technology and music business at Tec de Monterrey's high school.

Skills

Strong music technology and music industry knowledge.

Shopify, Amazon Vendor Central and Amazon Ads.

Advanced Microsoft Office and G-Suite (including Google Analytics).

Adobe Suite (Photoshop, Illustrator, Premiere, InDesign, Cloud).

Monday.com, Hootsuite, ActiveCampaign.

Video and audio production (Logic Pro, audio/video mixers).

Web programming – HTML, CSS, JavaScript.

Interests

Digital marketing, eCommerce, artificial intelligence, creative content creation, photography, piano, audio synthesis, music production, teaching.

Languages

Spanish | Native competence

English | Professional competence