

Chanatda (June) Williams

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Growth Hacker | Head of Ecommerce | Strategic Leader

Strategic Growth Hacker with over a decade of experience spanning diverse industries. Equipped with a robust background in driving revenue growth, enhancing customer experiences, and optimizing online sales channels. Adept at leveraging data-driven insights and innovative strategies to lead high-performing teams and deliver exceptional results. Passionate about continuous improvement and fostering a culture of innovation.

Awards

Best in Commerce Strategy: Bronze (Meta), Best Ads Platform in FMCG (LINE), YouTube Ad Leaderboard, Best Online Marketing Performance in FMCG (Shopee), Best Buzz Brand (YouGov)

Areas of Expertise include:

- Ecommerce Strategy
 - Revenue Growth Optimization
 - Customer Experience
 - Data Analysis & Optimization
 - Cross-Departmental Collaboration
 - Team Leadership & Mentorship
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Professional Experience

CHANATDA

Fractional CMO

06/2024 – present

- Designed and executed comprehensive growth strategies, leveraging data-driven insights to identify opportunities and drive revenue.
- Successfully established and scaled marketing departments from the ground up for startups, driving brand awareness and customer acquisition.
- Expertly planned, selected, and implemented marketing tools and software, optimizing processes and ensuring seamless integration.
- Developed accurate sales forecasts and managed marketing budgets to align with business goals and maximize ROI.

ARTICULI

Marketing and Communications Consultant

08/2016 – present

- Led campaign development as the Senior Digital Marketing Manager for Eucerin, the Regional Media Director for Nissan, and the AOR Director for Coca-Cola
- Implemented data-driven strategies resulting in 70% CPL reduction and 400% increased registration rates for KMITL, a STEM education pioneer.
- Leveraged AI and machine learning to enhance audience targeting, achieving a 15% increase in CTR and 4x higher conversions for Nissan.

OMNICOM MEDIA GROUP

Group Head, eCommerce, and Business Director

04/2021 – 08/2023

- Spearheaded account management, fostering strong client partnerships and devising omni-channel strategies for brands like NIVEA, Eucerin, Danone, Electrolux, LG, J&J, and Philips.
- Propelled a 2x increase in ROAS for NIVEA through new customer acquisition and retention.
- Spearheaded top-performing ecommerce campaigns during retail mega events, resulting in substantial sales growth and leaderboard position for NIVEA and LG
- Led a cross-functional team to execute branding experiments resulting in a 6x surge in new users on PDP and over 20% total sales growth for Eucerin.

LEVERATE SERVICES

Head of Media, Acting GM

02/2019 – 10/2019

- Managed cross-functional teams to develop and execute end-to-end brand strategies, securing new accounts.
- Negotiated media buying contracts, reducing costs by 35% while maintaining campaign effectiveness.

MINDSHARE

Client Success Director

02/2018 – 01/2019

- Managed \$12M marketing budgets and spearheaded advertising campaigns for Pepsi (all beverage brands including Mirinda, Lipton, and Gatorade) and Alliance.
- Implemented cutting-edge technology, achieving record-setting engagement and a 5% increase in brand relevancy for Pepsi.

OPTIMUM MEDIA DIRECTION

Media Planning Director

05/2016 – 01/2018

- Led strategic media planning and campaign development across digital and traditional channels for Apple, Danone, Major Development, RayBan, Cigna, and Macau Tourism, driving \$5M in revenue growth.
- Designed a sophisticated SEM journey for Danone ecommerce campaign to enhance customer experience with audience targeting strategy, winning the prestigious Google Search Award.

LAZADA

Department Head – Marketing, Branding, Public Relations, and Brand Partnerships

04/2015 – 04/2016

- Led an interdisciplinary team in a hypergrowth environment, achieving double-digit month-over-month growth.
- Conducted in-depth market research, devising targeted campaigns that resulted in a 600% increase in app downloads.
- Cultivated a deep understanding of industry trends, amplifying media coverage by over 200%.

Experience in other sectors:

TRINITY SECURITIES, Thailand (Finance)

Proprietary Trader

03/2013 – 07/2014

DELOITTE, Thailand (Finance)

Financial Fraud Consultant

05/2012 – 02/2013

DPTG, Dubai (Finance)

Trader

04/2011 – 10/2011

WOK U, Turkey (Restaurant)

Founder/Managing Partner

01/2008 – 01/2009

Education

Bachelor of Arts (Hons.) in International Finance (2006)

Istanbul Bilgi University, Turkey