

WILLIAM MARK SNYDER, MBA

• STRATEGIC CONNECTOR •

PROFILE

Strategic growth and engagement professional with experience leading enrollment systems, organizational growth strategy, and regional economic development programming. Specializes in designing and managing end-to-end engagement systems that connect organizations with their target audiences through integrated marketing, stakeholder engagement, and data-informed strategy.

Proven ability to improve conversion, retention, and engagement outcomes through strategic planning, relationship development, storytelling, and operational execution.

Known for leading cross-functional teams, developing and sustaining strategic partnerships, and translating organizational goals into actionable systems that drive measurable growth in participation, pipeline performance, and long-term engagement.

EDUCATION

2015 - 2019 Spring Hill College
B.S. Business Administration

2024 - 2025 The University of Tennessee, Knoxville
Master of Business Administration

EXPERIENCE

2025

McGill-Toolen Catholic, Mobile, AL
Director of Recruitment and Enrollment

- Owns and manages the enrollment and recruitment funnel, from initial prospect identification through family engagement, application progression, and enrollment conversion
- Leads overall marketing strategy for the school, overseeing all digital and print communications, recruitment campaigns, and brand messaging to all audiences
- Leads enrollment tracking, reporting, and data analysis to monitor pipeline performance, inform strategy adjustments, and improve recruitment outcomes
- Partners with school leadership, partner schools, and parish communities to strengthen relationships and sustain enrollment pipelines

2023 - 2025

Knoxville Chamber, Knoxville, TN
Program Manager

- Designed and delivered 50+ programs and large-scale events aligned with regional economic development priorities, strengthening engagement across business and talent ecosystems in Knoxville
- Managed Chamber Ambassador program, deepening investor engagement
- Developed and managed partnerships with 17 program sponsors, increasing sponsor retention from below 70% to 100% year over year

2022 - 2024

Snapshot, Nashville, TN
Senior Account Executive | Account Executive

- Owned strategy and execution across multiple client accounts, driving ~15% growth in retainer revenue and improving client retention through strengthened account performance and delivery consistency
- Led and developed junior account team members, establishing expectations for workflow management, client service, and campaign execution quality
- Led a client rebrand and integrated marketing overhaul, including website development coordination and new campaign strategy, resulting in a 37% increase in viable leads

2020 - 2022 Thunderly, Nashville TN

Senior Account Executive | Account Executive

- Led and developed a 4-person account team, establishing expectations for client service, workflow execution, and account performance
- Increased client retention by more than 50% through improved account management and strengthened client engagement practices
- Directed brand storytelling initiatives across video production, blog content, and social campaigns to strengthen B2B audience engagement and brand positioning

2018 - 2020 Wellborn Strategies | Container Yard, Mobile AL

Marketing Account Lead & Operations Manager | Marketing Intern

- Led account management for multiple clients, overseeing integrated marketing execution across social media, email, blog, and website channels
- Coordinated event marketing and production support for client-facing activations and brand events
- Managed daily operations of coworking space, including member experience, onboarding, sales, and community engagement

AREAS OF EXPERTISE

- Strategic Planning & Organizational Execution
- Brand Strategy & Market Positioning
- Stakeholder Engagement & Relationship Development
- Business Development & Growth Strategy
- Program & Initiative Design
- Enrollment & Funnel Strategy
- Integrated Marketing Strategy
- Team Leadership & Development
- Community & Economic Development Strategy
- Event & Experience Design
- Data-Informed Decision Making & Performance Tracking

LEADERSHIP & ENGAGEMENT

- Chapter Advisor, Delta Chi at The University of Tennessee, Knoxville
- Director of Membership Experience, Young Professionals of Knoxville
- Graduate of the Leadership Certificate, Young Professionals fo Knoxville
- Graduate of Level Up Leadership
- Graduate of Connect Mobile 2020
- Student Affairs Board Member, PRCA Mobile

SPEAKING & FACILITATION

- Emcee, Chairman's Club Annual Gala
- Featured in Promotional Video for the Professional MBA at The University of Tennessee, Knoxville
- Facilitated Best Business Practices for Sustainability Panel in Knoxville, TN
- Guest Lecturer at Spring Hill College - Content Marketing for Strategic Communication
- Guest Lecturer at Spring Hill College - The Life of a Marketer in Agency