



SENIOR CREATIVE DESIGNER · PRODUCT MARKETING · SUBSCRIBER
GROWTH & STREAMING

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Erecia Williams

Creative Designer with **20+ years** of experience creating digital experiences and marketing campaigns for streaming, entertainment, and subscription-based brands. Six-plus years at **FOX Corporation** designing for FOX Nation and FOX One across content discovery, subscriber acquisition, onboarding, retention, and partner-platform campaigns. Experienced in A/B testing, email marketing, conversion-focused creative, Connected TV merchandising, and AI-assisted production workflows.

20+

YEARS DESIGNING

6+

YEARS AT FOX

10+

STREAMING
PLATFORMS

100+

ORIGINAL SERIES
SUPPORTED

EXPERIENCE

Creative Designer / **FOX Nation & FOX One · FOX Corporation**

Nov 2019 – Jun 2026

- Designed creative across the FOX Nation **subscriber journey**, including acquisition campaigns, onboarding emails, promotional banners, and content-discovery experiences for the subscription streaming platform.
- Developed conversion-focused website and platform creative, including “Watch Now” calls to action, promotional modules, and streaming merchandising designed to guide audiences from content discovery to engagement.
- Created and tested email marketing and promotional creative through **A/B testing**, developing variations to support acquisition, onboarding, subscriber engagement, and campaign performance.
- Led creative execution for more than **100 FOX Nation original series**, including The Saints, Duck Family Treasure, Yellowstone One-Fifty, Hunting Bundy, CrimeCam 24/7, Greg Gutfeld's What Did I Miss?, and COPS.
- Delivered launch campaigns and partner marketing toolkits across **12+ deliverable formats** for streaming platforms, paid media channels, and distribution partners including Roku, Amazon Fire TV, Apple TV, Google TV, Vizio, GumGum, Teads, Undertone, MiQ, Kargo, and TripleLift, adapting creative to each platform's specifications, safe zones, and file requirements.
- Designed merchandising experiences, promotional modules, and panoramic multi-card artwork for FOX Nation and FOX One, collaborating with Product and Creative teams on layouts optimized for streaming audiences.
- Produced full-funnel paid media creative across Google Display, Meta, and programmatic networks, delivering **hundreds of assets annually** across 10+ advertising formats.
- Managed high-volume creative production across two to three weekly content launches, partnering with Product, Marketing, QA, Creative Directors, and Project Managers to launch campaigns and streaming experiences across multiple platforms.
- Introduced **AI-assisted workflows** using Claude, ChatGPT, Adobe Firefly, and Midjourney to accelerate ideation, concept development, and high-volume creative production.

Marketing Graphic Designer / **SiriusXM** (Contract)

May 2019 – Sept 2019

- Designed acquisition, onboarding, resubscription, and win-back email campaigns supporting SiriusXM's subscription-based audio platform.
- Developed **A/B-tested** email and marketing creative, producing visual variations for subscriber acquisition and reactivation campaigns.
- Created banner ads, display advertising, and digital marketing assets promoting SiriusXM programming and subscription offers.
- Designed creative supporting subscriber engagement, retention, and reactivation across the customer lifecycle.

UI/UX Designer / Morgan Stanley (Contract)

Oct 2018 – Feb 2019

Designed interactive models and component systems for wealth-management applications; conducted user research and built rapid HTML/CSS prototypes.

Website & Graphic Designer / 1199SEIU (Contract)

Jun 2018 – Oct 2018

Designed campaign materials and maintained promotional websites and weekly email blasts for the “Fight for 15” campaign.

Marketing Designer / Vitech Systems Group

May 2016 – Oct 2017

Designed print and digital marketing collateral, including creative for the J.P. Morgan Corporate Challenge campaign and V3 Connect annual conference, partnering with the CEO and VP to maintain and develop brand standards.

EARLIER EXPERIENCE**Interactive Website Designer / Focus Camera**

Apr 2014 – Nov 2015

Designed promotional graphics and catalogs for Sony, Canon, and Nikon; led weekly email newsletters to 35,000+ subscribers.

Website Designer / Daily Racing Form · Universal Music Group

2005 – 2010

Developed visual assets across digital, video, social, email, and print for Daily Racing Form, and designed artist websites for Universal Music Group, including Amy Winehouse and Prince.

EXPERTISE**DESIGN & DEVELOPMENT**

Photoshop · Illustrator · InDesign ·
Figma · Lightroom · Sketch ·
HTML/CSS

CREATIVE MARKETING

Subscriber Acquisition ·
Onboarding & Retention ·
Email Marketing · A/B Testing ·
Conversion-Focused Creative ·
Streaming Marketing · Paid Social ·
Display Advertising ·
CRM & Lifecycle Campaigns

PLATFORMS

Roku · Apple TV · Amazon Fire TV ·
Google TV · Samsung TV · Vizio · LG ·
DirecTV · WordPress

AD NETWORKS

GumGum · Teads · Undertone · MiQ ·
Kargo · TripleLift · Google Display ·
Meta

CREATIVE SYSTEMS

Content Discovery ·
Subscriber Journeys · Streaming UX ·
Connected TV Merchandising ·
Design Systems · Product Creative ·
Campaign Launch Pipelines ·
AI-Assisted Workflows

TOOLS

Workfront · Jira · Miro ·
Google Analytics · ChatGPT · Claude ·
Adobe Firefly · Midjourney

EDUCATION**A.A.S., Digital Media Arts Technology**

Technical Career Institute

Inbound Marketing Certification

HubSpot

VENTURE**Founder, OdessaPub LLC**

Independent web designer serving nonprofit and small-business clients, providing website design, custom theming, and ongoing maintenance.