



CINDY WILLIAMS
WRITER/EDITOR

Cindy Williams has 25 years of professional writing and marketing strategy experience. She has developed dozens of winning creative packages, ads, emails and Web sites that rely on hardworking, powerful copy to boost sales, raise donations, build membership and increase customer loyalty. Mailings developed by Cindy currently reign as controls in multiple industries.

Cindy has earned numerous Summit Awards, BMA Gold Key Awards, the Art Directors Club Merit Award, and the coveted International Echo Award for direct marketers. In 2003, Cindy was named the Direct Marketer of the Year and in 2010 Creative Person of the Year by the Rocky Mountain Direct Marketing Association. She has served as President of the Rocky Mountain Direct Marketing Association and twice on the board of directors of the Business Marketing Association. Cindy holds a BA from Greenville College, Greenville, IL.