

WILLIS MCKEE



OWNER
Will World Marketing



CREDENTIALS

Center for Agile Leadership®
Certified Agile Leader

MBA - International Business
Auburn University

DETAILS

FAMILY



JIM
HATTAWAY

HOBBIES



TRAVELING



COOKING

HOMETOWN

MISSISSIPPI

PHILADELPHIA, MISSISSIPPI

ABOUT WILLIS

Willis McKee brings over 25 years of strategy, design and writing experience to his current role as a marketing and communications consultant for his company, Will World Marketing. Willis' most notable accomplishments under the Will World flag include: rebranding a decades-old, national regulatory consulting firm; reviewing and restructuring the marketing services department for a regional interactive marketing agency; and creating award-winning newsletter cover designs for a Birmingham-based running and track club. From 2005 to 2016, Willis served as Vice President of Marketing and Communications for MedjetAssist, an international travel protection company. During his eleven-year tenure at Medjet, Willis built the company's in-house marketing department from the ground up; developed iMedjet, the original first-aid smartphone application designed for adventure travelers; and contributed to and edited the company's award-winning travel blog. In 1996, Willis co-founded and served as Executive Vice President of Big Marketing Communications, a full-service, nationally-recognized advertising and communications agency. Willis' accomplishments and leadership at Big garnered him a spotlight profile in AdWeek for successes in client retention. During his tenure at Big, Willis was also recognized for his creative work, earning multiple national ADDY Awards for campaigns including the Southeastern Conference and the University of Alabama at Birmingham's HIV vaccine research clinic. His cumulative career successes have earned him spots in the Birmingham Business Journal's "Top 40 Under 40" and the Birmingham Creative class. Willis' public speaking resume includes hosting the 2009 inaugural Digital Marketing Symposium in New York City and various other speaking engagements including a presentation on travel health and security at the Wendy Perrin WOW Travel Summit during 2016's New York Travel Show Week. He also believes in giving back to his community. A champion for the virtues of education and learning, Willis serves on the Alabama Department of Education's Executive Advisory Panel for High School Curriculum and is an inaugural member of the founding Board of Trustees for the Alabama Career and Technical Education (CTE) Leadership Council.

WHAT OTHERS HAVE TO SAY

"Will is the kind of marketer every solution provider wants to have as a client... He communicates his needs and objectives, he partners, he is smart and thoughtful. I had the good fortune to have worked with him while starting up a new business. He helped us better understand both the strengths and opportunities in our technology product. He always asked great questions and facilitated productive meetings."

"Few people have the opportunity to work with a client who challenges you and yet at the same time gives you the freedom to explore new digital technology and tactics. I have the privilege of managing Will's account since 2010. Will has an exceptional knowledge of digital marketing, technologies, how they work and how they can be implemented toward his marketing goals. His work can be seen by the significant online presence growth for MedjetAssist in the past few years. Will successfully runs MedjetAssist marketing and communication department, manages multiple product lines, multiple vendors and also a world travel enthusiast. Will is warm, witty, easy to work with, and most of all extremely knowledgeable."

"I was lucky enough to work with Will on a professional basis while he was working at Medjet. I always found him to be extremely helpful in providing editorial angles that might work with Sky, and then following through with useful information, images and contacts. Before "custom content" became a buzz word, Willis seemed to realize the importance of connecting with journalist as well as customers of Medjet on a personal level."

PERSONAL SLOGAN: "I AM HERE FOR TWO THINGS, TO TEACH YOU WHAT I KNOW AND TO LEARN FROM YOU WHAT I DON'T KNOW."