

James Thompson

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PROFESSIONAL SUMMARY: Experienced copywriter looking for employment to reach target audiences through social media advertising campaigns. Created a personal brand to build client relationships based on honesty, accuracy and consistency.

PROFESSIONAL EMPLOYMENT – ST. LOUIS, MO

Advantage Marketing – Digital Strategist

2021 – Present

- Proven experience creating innovative social media advertisements that turned consumers into advocates by leveraging demographics and psychographics that specify key market segments.
- Created productive sales funnels by using landing pages that served as the initial opportunity for consumers to learn about the organization. Added consumers to mailing lists for our monthly newsletter to increase website traffic.
- Built marketing funnels that addressed the awareness and decisions of prospects by using internal links that guided consumers through funnels to increase conversions by 9% over six months.
- Used positioning strategies by describing the values that a brand brings to the consumer. Identified saturated market segments. Aligned our products with the advertising qualities of market leaders.
- Applied marketing technology to plan and execute media campaigns. Productivity grew by 11% over the course of one year while our organization streamlined workflows to reduce redundancies.
- Developed conversions by writing blog articles for the company website. Dispersed articles on social media and created brand descriptions that aligned with customer relationship management.

Oakwood Media – SEO Content Writer

2015 – 2020

- Created a productive digital experience by using link building platforms to determine the best practices for search engine optimization (SEO) to grow website traffic and increase conversions.
- Handled on-page, off-page, and technical SEO to optimize organic traffic. Used a link building tool that created backlinks to the company website to increase the overall visibility of our products.
- Utilized strategic thinking when searching for new consumers. Addressed strengths, weaknesses, opportunities, and threats to our products to identify measures for boosting productivity.
- Generated conversions by asking clients for referrals, becoming a trusted source of information, writing as a guest on various websites, and networking on social media.
- Interacted with social media Influencers and established relationships with them to promote our product awareness. Analyzed return on investment (ROI) by tracking the metrics of influencers.

EDUCATIONAL BACKGROUND

- Master of Communications • DePaul University • GPA of 3.64 • 2011 – 2015
- Bachelor of Business Administration • DePaul University • GPA of 3.37 • 2007– 2011