

# James Thompson

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**PROFESSIONAL SUMMARY:** Skilled copywriter looking for employment as a Digital Marketing Agent to reach target audiences through email and social media advertising campaigns - used branding tactics to establish the consistency of a product to build client relationships based on honesty and accuracy.

## PROFESSIONAL EMPLOYMENT – ST. LOUIS, MO

Advantage Marketing – Digital Strategist

May 2021 – Present

- Proven experience creating innovative social media advertisements to turn consumers into advocates by leveraging demographics and psychographics that define market segments.
- Created a strong sales funnel by using landing pages that serve as the initial opportunity for consumers to learn about the company - added consumers to mailing lists for our monthly newsletter advertising our products.
- Built a marketing funnel that addressed the awareness and decisions of prospects by using internal links that guided consumers through the marketing funnel to create conversions.
- Used positioning strategies describing the value that a brand brings to the consumer - addressed saturated markets by aligning our products with the qualities of market leaders.
- Led a team that applied MarTech to plan, leverage, execute and measure the effectiveness of the campaign increasing workflow by 12% over the course of one year.
- Developed conversions by writing blog articles for the company website - dispersed articles on Facebook, Twitter, Instagram, and LinkedIn while collaborating with marketing managers to build a brand description that aligned with company objectives.

Oakwood Media – SEO Content Writer

March 2013 – April 2021

- Created a productive digital experience by using SEMrush to determine the best practices for search engine optimization (SEO) to increase conversions by 10% within three months.
- Used keywords obtained through SEMrush to increase qualified leads coming through the marketing funnel from organic search results – utilized backlinks to increase visibility.
- Utilized strategic thinking when searching for potential consumers by conducting a SWOT analysis that addresses strengths, weaknesses, opportunities, and threats to our products.
- 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 developed relationships to promote product visibility – built relationships that delivered a profitable return on investment (ROI).

**EDUCATIONAL BACKGROUND** – portfolio available upon request -

- Master of Communications • DePaul University • GPA of 3.64 • 2011 – 2013
- Bachelor of Business Administration • DePaul University • GPA of 3.52 • 2007– 2011