

James Thompson

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PROFESSIONAL SUMMARY: Constructed short-form and long-form documents when working as a marketing specialist who implemented creative skills while working alone or within a group where the goal is to obtain excellent final products. Established effective relationships with journalists, influencers and subject matter experts.

PROFESSIONAL EMPLOYMENT – ST. LOUIS, MO

Advantage Marketing – Digital Strategist

2021 – Present

- Proven work experience creating persuasive social media content. Turned consumers into advocates by using persuasive marketing techniques that focused on the values of consumers. Psychographics generated excellent results.
- Implemented landing pages to serve as the initial opportunity for a consumer to learn about the company and their products. Gathered consumer emails for campaigns.
- Stressed the benefits of the product to watch the consumer go from awareness to consideration to conversion to loyalty to advocacy. Engaged customers in every segment of the marketing funnel with excellently written content and important internal links.
- Communicated clearly and confidently when interacting with potential consumers in different social media platforms. Positioned our product in the mind of the consumer to demonstrate how our product is better than the product of the competition.
- Focused on marketing techniques to leverage, plan, execute and gauge the effectiveness of the campaign (MarTech Stack) in order to deliver positive experiences for consumers.
- Collected demographic and psychographic information to determine market segments for campaign purposes. Used pricing strategies by profiling the competitive landscape and the motivations of consumers.

Oakwood Media – SEO Content Writer

2015 – 2020

- Created a productive digital experience (SEMrush) to determine the best practices for search engine optimization (SEO) to increase visibility, rankings and conversions.
- Used organic phrasings in a digital context to increase qualified leads coming through the marketing funnel and used a pay-per-click tactic for a short term strategy.
- Conducted a SWOT analysis to determine the best marketing techniques that included brand storytelling, audience segmentation, community building and repositioning.
- Made the user experience (UX) effective when the consumer interacted with a product or service that delivered meaningful experiences created by branding and positioning.

EDUCATIONAL BACKGROUND – portfolio available upon request -

Bachelor of Business Administration • DePaul University • GPA of 3.67 • 2007– 2011