

James Thompson

8523 Oak Avenue, St. Louis MO 63129 • Phone: 314-892-7626 • james.thompson@gmail.com
linkedin.com/in/jamesthompson/

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 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. Collaborated with marketing managers to build a brand description that aligns with company goals.

Oakwood Media – SEO Content Writer 2015 – 2020

- Created a productive digital experience by using SEMrush to determine the best practices for search engine optimization (SEO) to grow website traffic and increase conversions by 10%.
- Used keywords obtained through SEMrush to increase qualified leads coming through the marketing funnel from organic search results.
- 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 established relationships with them to promote our product awareness to generate return on investment (ROI) while tracking their metrics.

EDUCATIONAL BACKGROUND – portfolio available upon request -

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