

# James Thompson

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**PROFESSIONAL SUMMARY:** Constructed short-form and long-form documents when working as a marketing specialist utilizing creative skills while working alone or within a group where the goal is to obtain excellent final products while building relationships within the industry

## PROFESSIONAL EMPLOYMENT – ST. LOUIS, MO

Advantage Marketing – Digital Strategist 2021 – Present

- Proven work experience creating innovative social media content to turn consumers into advocates for the product by addressing the personal values of the consumer
- Created an effective sales funnel by using landing pages that serve as the initial opportunity for a consumer to learn about the company as well as their products
- Stressed the benefits of the product by utilizing the position of the prospect within the different market segments that go from awareness, interest and decision to conversion
- Listened, wrote and spoke clearly and confidently when communicating with potential consumers through different media channels about the characteristics of the product
- Focused on marketing techniques (MarTech) to leverage, plan, execute and measure the effectiveness of the campaign to make the customer experience successful
- Gathered demographic and psychographic information to determine advertising campaigns and pricing strategies that turn prospects into life-long product advocates

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 increase web traffic 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
- Utilized strategic thinking when searching for potential consumers by conducting a SWOT analysis that uses formative research, strategy, tactics and evaluative research
- Generated leads by asking for referrals, utilizing frequent customer care calls, and networked on social media to find sales leads on relevant social media networks
- Made the user experience (UX) effective when the consumer interacted with a product or service to deliver meaningful experiences focusing on branding and designing

**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