

# James Thompson

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**PROFESSIONAL SUMMARY:** Experienced copywriter looking for employment to reach target audiences through email and social media advertising campaigns. Branded products and interactions 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 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 that advertised 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.
- Applied marketing technology to plan and execute the effectiveness of campaigns. Productivity grew by 12% over the course of one year while our organization streamlined workflows.
- Developed conversions by writing blog articles for the company website. Dispersed articles on social media and created a brand description that aligned with company goals.

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.
- Implemented on-page, off-page, and technical SEO in order to optimize organic traffic. Used a link building tool that created do-follow backlinks to our company website.
- Utilized strategic thinking when searching for potential consumers by conducting a SWOT analysis that addressed 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. Analyzed return on investment (ROI) by tracking the metrics of influencers.

**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