

Marcus Tyler Thompson

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EDUCATION

Emory University, Atlanta, GA

Bachelor's of Arts – Marketing and Communications

May 2021

GPA: 3.45

Minor: Psychology

Related Coursework: Digital Marketing Strategy, Consumer Behavior, Brand Management, Marketing Research, Social Media Marketing, Advertising Campaigns, Public Relations

EXPERIENCE

Marketing Coordinator

July 2021 – Present

Bright Star Retail Company, Atlanta, GA

- Managed social media presence across Instagram, Facebook, Twitter, and TikTok with 50K+ combined followers
- Collaborated with the sales team to develop customer engagement strategies and promotional offers
- Coordinated with graphic designers and copywriters to produce marketing collateral aligned with brand guidelines
- Analyzed campaign performance using Google Analytics and social media insights to optimize marketing ROI
- Created engaging content, including blog posts, email newsletters, and promotional materials for product launches

Developed and executed multi-channel marketing campaigns, resulting in a 35% increase in brand awareness

Social Media Marketing Intern

May 2020 – August 2020

Trend Setters Digital Agency, Atlanta, GA

- Assisted in creating social media content calendars for 10+ client brands
- Conducted competitor analysis and market research to identify trending topics and hashtags
- Monitored social media engagement metrics and prepared weekly performance reports
- Responded to customer inquiries and comments on social media platforms to enhance brand reputation

Managed marketing budget of \$120K annually, ensuring cost-effective campaign execution

Campus Marketing Ambassador

January 2019 – May 2021

Red Bull Student Marketeer, Emory University, Atlanta, GA

- Promoted Red Bull brand on campus through event sponsorships and sampling activities
- Tracked campaign effectiveness through engagement metrics and student feedback surveys
- Organized and executed 15+ on-campus promotional events with 200+ attendees each
- Supported influencer outreach campaigns and partnership negotiations
- Organized promotional events and product demonstrations at retail locations across the Southeast region

Built relationships with student organizations and campus influencers to expand brand reach

ACTIVITIES

Member of the American Marketing Association and a volunteer with Marketing for Non-profits Workshop Facilitator

TECHNICAL SKILLS

Google Analytics, Microsoft Office Suite, Project Management and Event Coordinator

CERTIFICATIONS

Facebook Blueprint Certification, Google Digital Marketing & E-commerce Professional Certificate