

# Marcus Tyler Thompson

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## EDUCATION

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<b>Emory University, Atlanta, GA</b> <i>Bachelor's of Arts – Marketing and Communications</i> <b>Minor:</b> Psychology <b>Related Coursework:</b> Digital Marketing Strategy, Consumer Behavior, Brand Management, Marketing Research, Social Media Marketing, Advertising Campaigns, Public Relations	<b>May 2021</b> <b>GPA:</b> 3.45
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## EXPERIENCE

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<b>Marketing Coordinator</b> Bright Star Retail Company, Atlanta, GA	July 2021 – Present
<ul style="list-style-type: none"><li>Managed social media presence across Instagram, Facebook, Twitter, and TikTok with 50K+ combined followers</li><li>Collaborated with the sales team to develop customer engagement strategies and promotional offers</li><li>Coordinated with graphic designers and copywriters to produce marketing collateral aligned with brand guidelines</li><li>Analyzed campaign performance using Google Analytics and social media insights to optimize marketing ROI</li><li>Created engaging content, including blog posts, email newsletters, and promotional materials for product launches</li></ul>	
<b>Developed and executed multi-channel marketing campaigns, resulting in a 35% increase in brand awareness</b>	
<b>Social Media Marketing Intern</b> <i>Trend Setters Digital Agency, Atlanta, GA</i>	May 2020 – August 2020
<ul style="list-style-type: none"><li>Assisted in creating social media content calendars for 10+ client brands</li><li>Conducted competitor analysis and market research to identify trending topics and hashtags</li><li>Monitored social media engagement metrics and prepared weekly performance reports</li><li>Responded to customer inquiries and comments on social media platforms to enhance brand reputation</li></ul>	
<b>Managed marketing budget of \$120K annually, ensuring cost-effective campaign execution</b>	

<b>Campus Marketing Ambassador</b> Red Bull Student Marketeer, Emory University, Atlanta, GA	January 2019 – May 2021
<ul style="list-style-type: none"><li>Promoted Red Bull brand on campus through event sponsorships and sampling activities</li><li>Tracked campaign effectiveness through engagement metrics and student feedback surveys</li><li>Organized and executed 15+ on-campus promotional events with 200+ attendees each</li><li>Supported influencer outreach campaigns and partnership negotiations</li><li>Organized promotional events and product demonstrations at retail locations across the Southeast region</li></ul>	

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

## ACTIVITIES

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

## TECHNICAL SKILLS

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

## CERTIFICATIONS

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