

SKYLER THOMPSON

A Content Marketing Professional with entry-level experience specializing in copywriting, brand messaging, social media marketing, and content development. Adept at identifying ideal tone and voice to create impactful marketing content that resonates with target audiences.

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PROFESSIONAL EXPERIENCE

FREELANCE CONTENT MARKETING SPECIALIST

Self-Employed, Miami, FL
May 2021 - Present

- ◆ Lead the development of content marketing strategy for a boutique boat fitting business, identify opportunities to enhance online presence, and to improve SEO marketing efforts to drive a 150% increase in web traffic and achieve a first-page Google ranking
- Write website copy, create marketing brochures and materials, and identify opportunities to improve Google search rankings by optimizing keywords

INDEPENDENT PROJECTS

FAIR TRADE COFFEE BLOG

Self-Employed, Miami, FL
May 2020-May 2021

- ◆ Provided content marketing services to a non-profit organization focused on growing awareness for fair trade coffee and human rights violations within the industry
- ◆ Conducted research on case studies and relevant current events and wrote 13 blog posts for the organization to draw attention to key issues within international coffee trade

EDUCATION

Bachelor of Arts (B.A.) Marketing

University of Miami, Miami, FL
September 2017 - May 2021

KEY SKILLS

- ◆ Content Marketing
- ◆ Copywriting
- ◆ Social Media Marketing
- ◆ Brand Messaging
- ◆ Strategy Development