

# Skyler Thompson

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## PROFILE

Media planning professional with more than three years of experience serving startups and small businesses. Naturally curious and committed to gaining and applying new work skills. Thrives in collaborative, customer-focused work settings.

## PROFESSIONAL EXPERIENCE

### Assistant Media Planner

HVM Corporation, Minneapolis, MN | November 2019-  
Present

- Develop and recommend multichannel media plans based on close review of each client’s business needs and priorities
- Advise on timely, effective product advertising and promotions in competitive markets
- Conceptualize and create high-quality digital marketing collateral

### Highlights:

- Won a key corporate award for building lucrative, long-term relationships with clients
- Devised a new, faster system for managing and documenting media buys

## EDUCATION

### Bachelor of Arts in English & Communications

University of Minnesota,  
Minneapolis, MN

## TECHNICAL SKILLS

Adobe Creative Suite (advanced Photoshop) | Campaign Manager 360 | Microsoft Office Suite (advanced Excel, PowerPoint)

## AREAS OF EXPERTISE

- Advertising & promotions
- Brand awareness & engagement
- Business needs assessment
- Campaign data analysis
- Client service & relations
- Competitor trend analysis
- Complex problem-solving
- Cross-functional collaboration
- Digital & social media marketing
- Marketing collateral development
- Media monitoring
- Media plan recommendations
- Media strategy development
- Partnerships development
- Request for proposal (RFP)
- \* Stakeholder relations management
- Writing, editing, & proofreading