

WILLIAM THOMPSON

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SENIOR-LEVEL DIGITAL MARKETING STRATEGIST

Digital Strategy, Lead Generation and Product Management

Develop strong digital marketing strategies, identify sales opportunities and analyze accounts as innovative and self-driven marketing professional with 10+ years' experience in multiple vertical markets. Expanded return on investment (ROI) of Adwords account with \$20K monthly budget by: Improving conversions 242% with only 125% increase in budget, reducing cost per acquisition 75% and cost per click 59% and increasing click through rate 51% while boosting average Google position from 2.3 to 1.4. Increased website traffic of client 20% by analyzing and restructuring internal and external SEO. Managed and optimized nearly 1K auto dealer websites for SEO, accounting for over \$1M annual revenue.

- Digital Marketing Expertise & Consulting
- Lead Generation / Market Analysis
- Keyword Research & Website Statistical Data Analysis
- E-commerce Email Marketing / List-Building
- Social Media & Content Marketing Strategy
- Google - AdWords, Analytics, Search Console, Keywords

PROFESSIONAL EXPERIENCE

RPMC LASERS, O'Fallon, MO

2019 - Present

Digital Marketing Coordinator

Delivered strategies for Website, Marketing and Sales and created Marketing Plan with \$250k budget. Responsible for all advertising campaigns, tradeshow, website conversions, SEO and SEM.

- Worked in Hubspot, Wordpress, SEMrush, Adwords and Analytics to help increase traffic, conversions and overall sales.
- Directed redesign of company website to improve reputation, traffic and conversions.
- Directed overhaul of Adwords campaigns to improve traffic and conversions.
- Managed, coordinated and scheduled multiple tradeshow throughout the year.

COX AUTOMOTIVE, Atlanta, GA (Remote Position – Midwest Region)

2017 - 2019

Senior Digital Marketing Strategist

Delivered strategies and support to sales teams. Analyzed account data for weaknesses in dealers' digital marketing strategies, and identified and presented solutions.

- Increased sales by delivering in-depth dealer account analysis, identifying product and sales opportunities.
- Developed strategies for new product sales by focusing on advertising, SEO, and other digital products, supporting Business Development Manager (BDM) and Dealer Success Consultant (DSC) teams.
- Improved productivity of sales teams and executives nationwide by authoring live master reference document for daily updated OEM-specific pricing and product info on all company offerings.
- Created Salesforce opportunities and contracts, assisting with technical questions for both retail and program websites across all OEMs.
- Achieved #1 Business Development Engineer, closest to target goals in West, 2018.

COX AUTOMOTIVE: DEALER.COM, Mission, KS

2016 - 2017

Digital Strategist / Account Manager

Delivered website traffic strategy with goals and benchmarks designed to meet customer expectations. Highlighted pre-defined key performance indicators with monthly reports.

- Managed accounts and coordinated group webinars for all clients' monthly performance reviews.
- Identified marketing opportunities and advising solutions through regular communication with dealers.
- Developed dealership strategies by aligning digital marketing channels with cohesive brand message and providing dealer with monthly audits and reports on key performance indicators (KPIs).

COX AUTOMOTIVE: VINSOLUTIONS, Mission, KS

2015 - 2016

Web Presence Manager

Established trust based on communication and performance for all client accounts. Built and implemented strategies in all aspects of digital marketing for dealer websites, including support, campaign design, and content.

- Built relationships as single point of contact (POC) for all clients' websites, content, and digital marketing needs.
 - Increased traffic and conversions, implementing SEO, SEM, content & social marketing and reputation management strategies.
- Brought market-focused keywords to first page of Google, tracking keyword and analytic progress.

POWER ADMIN, Overland Park, KS

2012 - 2015

Marketing Manager and Strategist

Developed every aspect of marketing strategy for growth and sales, including all digital solutions, print campaigns, branding, and design. Orchestrated all direct, outbound, and public relations (PR) marketing.

- Expanded return on investment (ROI) of Adwords account with \$20K monthly budget.
 - Improved conversions 242% with only 125% increase in budget.
 - Reduced cost per acquisition 75% and cost per click 59%.
 - Increased click through rate 51% and improved average Google position from 2.3 to 1.4.
- Boosted website traffic, bringing targeted keywords to first page of Google by restructuring internal and external SEO and authoring monthly articles for content marketing purposes, case studies from customer testimonials, training videos, newsletter, and automated email campaigns.
- Maximized branding and exposure by setting up and optimizing all social media accounts, including Twitter, LinkedIn, Google Plus, Pinterest, Slide Share, and others.

COX AUTOMOTIVE: VINSOLUTIONS, Mission, KS

2011 - 2012

SEO Manager

Directed small team. Delivered products to customers on-time and budget in fast-paced environment. Implemented SEO solutions for all new customer websites.

- Supported gain and retain \$1M+ annual revenue by managing and optimizing nearly 1K auto dealer websites.
- Brought targeted keywords to top ten search engine rankings and increased conversions and revenue for individual dealerships by consistently optimizing respective websites for SEO.
- Assisted staff and dealer training by authoring Google Places and Analytics tutorials, step-by-step SEO videos, and monthly blog posts.
- Earned nomination for Creative Marketing Employee of the Year in first year employed by solely and successfully maintaining and delivering products for high number of clients after internal turnover.

BLAY CONSTRUCTION, Kansas City, MO

2008 - 2011

SEO Manager / Production Manager

Oversaw website and digital marketing strategy while simultaneously co-managing team of carpenters and sub-contractors. Coordinated schedules and tasks.

- Increased website traffic 20% by analyzing and restructuring internal and external SEO.
- Managed 20+ remodeling jobs simultaneously by ordering materials, and scheduling carpenters, sub-contractors, and delivery of materials to jobsites.

ADDITIONAL EXPERIENCE

3DSOLVE, INC., Senior 3D Animation Artist
VICIOUS CYCLE SOFTWARE, Interim Art Director
IROCK INTERACTIVE, Senior Character Animator
KOLR TV-10 CBS, Artist / Production Assistant

HASBRO INTERACTIVE, Senior Character Animator
ENGINEERING ANIMATION, INC, Senior Animator Artist
FEARLESS EYE MEDIA, 3D Artist / Animator

EDUCATION

Bachelor of Fine Arts (BFA), Missouri State University, Springfield, MO