

TERRI THOMPSON

DIGITAL MARKETING MANAGER

- 404.988.7706
- TerrilovesMarketing@gmail.com
- Alpharetta, GA
- Terri-Thompson-Alpharetta

EDUCATION

B.B.A, Marketing

Georgia State University
Atlanta, GA
2012–2016

SKILLS

- Managerial Experience
- Team Leadership
- Strong Communication
- Attention to Detail
- Analytical Thinking
- Creative Problem Solving
- Project Management
- Customer Relationship Manager (Salesforce, Zoho)
- Content Creation (Docs, Pages, Word, Canva, Adobe Cloud)
- Email Marketing (Mailchimp, HubSpot, Microsoft Outlook)
- UX/UI Design Principles (Sketch)
- SEO Strategy (SEMrush, Screaming Frog, Excel)
- Social Media (Meta, Instagram, LinkedIn, X, Sprout Social, Buffer)
- Data Analytics (Google Analytics, Searchlight)
- Web Development and Design (WordPress, Elementor, Wix)

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with expertise in SEO, SEM, social media marketing, and email campaign management. Passion for leading cross-functional teams, leveraging industry trends and data to drive brand awareness, optimize user experience, and boost audience engagement.

EXPERIENCE

Digital Marketing Business Development Director

CI Web Group, Alpharetta, GA | 03/2024 – Present

Digital marketing agency specializing in SEO, SEM, web, and reporting for the home services industry.

- Craft tailored action plans by analyzing market data and trends, providing strategic recommendations to meet company goals.
- Formulate and execute SEO and paid advertising strategies, researching prospect rankings to drive rapid growth and increase revenue.
- Create content for email campaign automation to engage leads.
- Extract and evaluate marketing data analytics, proving a 46% ROI.
- Collaborate with cross-functional teams to forecast keyword demand, ensuring effective sales of marketing services.

Digital Marketing Manager | CEO & Founder

Mokpo Media, New Orleans, LA | 09/2020 – 02/2024

Marketing firm specializing in digital marketing, advertising, social media, SEO, web development and design for the real estate industry.

- Led content creation for social media, email, and digital channels, increasing engagement by 25% and boosting brand visibility.
- Researched and analyzed consumer behaviors and trends, using insights to optimize digital marketing campaigns, boosting conversion rates.
- Designed WordPress websites, implemented SEO strategies, created content for email and social media to support client goals, enhance brand visibility, and improve overall user experience.
- Created and automate email marketing campaigns, achieving 30% higher click through rate (CTR) than industry average.
- Prepared performance reports, analyzing ROI to guide data-driven decisions and improve campaign outcomes.

AWARDS

Marketing Excellence

NTT Data Global
06/2017

Global Ambassador Scholarship

Coca-Cola Company
08/2014

CERTIFICATIONS

International Marketing

Georgia State University
05/2016

International Studies:
Korea University Business
School, 08/2014–01/2015

Relevant Coursework:
Marketing Research
Marketing Strategy
Consumer Behavior
Strategic Negotiations

Digital Design

Tulane University
05/2020

Relevant Coursework:
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Typography
Sketch

EXPERIENCE (CONTINUED)

Marketing & Membership Director

Home Builders Association, Metairie, LA | 04/2018 – 09/2020

Non-profit organization providing news, education, advocacy, and events.

- Engineered a comprehensive marketing strategy for key events, generating \$1.67 million in profitability through targeted campaigns.
- Initiated the development and design of the organization's first mobile app, achieving 39K downloads within the first two months.
- Devised a multi-channel marketing strategy, utilizing email, paid ads, and social media to enhance sponsorships and increase revenue.
- Produced an inauguration event for 150 attendees, overseeing logistics and collaborating with vendors to ensure a successful event.

Advertising Account Executive

The Advocate, News Orleans, LA | 08/2017 – 03/2018

Louisiana's #1 news coverage, including events, politics, sports, and culture.

- Broke historical sales record for the highest digital marketing sale, securing a \$120K contract for owned and operated solutions.
- Developed and executed tailored digital marketing strategies for clients, driving revenue growth and engagement across paid search, social media, and display advertising.
- Analyzed campaign performance and optimized results, leveraging data insights to deliver ROI and exceed client expectations.

Digital Marketing Specialist | Business Development

NTT Data Global, Atlanta, GA | 09/2015 – 07/2017

Top 10 IT service provider of application, cloud, and infrastructure services.

- Revamped digital strategies, doubling sales revenue attributed to marketing by an increase of 217% year over year.
- Built a robust marketing operations framework, presenting PowerPoints with marketing campaign performance and insights to the VP of Marketing, ensuring alignment with company objectives.

Product Manager, Insurance

LexisNexis Risk Solutions, Alpharetta, GA | 03/2015 – 08/2015

LexisNexis uses the power of data and advanced analytics to enable organizations to manage risks like identity theft, fraud, financial crimes, insurance and government scams.

- Created four analytics and insight products for Fortune 500 companies.
- Worked cross-collaboratively with senior product managers.

PROFESSIONAL DEVELOPMENT

BOLD Executive Leadership, Seattle, WA | 04/2024

Driven Leadership Company