

Michael Thompson

I am a strategic marketing director with an MBA and extensive experience in developing integrated marketing strategies. I excel in increasing brand visibility and driving revenue growth through innovative digital campaigns.

Contact

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Key Skills

- Digital marketing
- Strategic planning
- Team leadership
- Market research
- Stakeholder engagement

Education

- MBA – Marketing, Kellogg School of Management

Northwestern University ,
Evanston, IL

May 2008
- BBA – Marketing,

University of Chicago ,
Chicago, IL

May 2002

Professional Experience

DIRECTOR OF PRODUCT MARKETING | PROCTER & GAMBLE , BOSTON, MA
MAY 2015 – PRESENT

- Developed strategies that increased market share by 12% and boosted campaign engagement by 15%.
- Managed a team of 20 marketing professionals, achieving a 90% on-time project completion rate.

SENIOR PRODUCT MARKETING MANAGER | UNILEVER , PHILADELPHIA, PA
JANUARY 2009 – APRIL 2015

- Led digital marketing initiatives that increased online sales by 30% within 90 days.
- Streamlined team processes, improving overall productivity by 20%.