

Michael Thompson

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

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 Marketing | Procter & Gamble , Boston, MA
May 2015 – Present

- Developed robust marketing strategies that increased market share by 12%.
- Managed a team of 20 marketing professionals, achieving a 15% boost in productivity.

Senior Marketing Manager | Unilever , Philadelphia, PA
January 2009 – April 2015

- Led digital campaigns that resulted in a 30% growth in online sales.
- Streamlined workflow processes to improve project completion by 20%.