

# BRANDON THOMPSON

**MULTI-CHANNEL MARKETING & DESIGN PROFESSIONAL  
WITH 11+ YEARS OF INDUSTRY EXPERIENCE**



## CONTACT

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Portfolio:



LinkedIn:  
[/bmthompson9](#)



## PROFESSIONAL SUMMARY

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Results-driven marketing and design professional with a diverse background and a Bachelor's degree in Marketing, complemented by a robust graphic design focus. Proven success in developing and executing effective marketing strategies across diverse industries. Expertise includes content creation, digital marketing, social media management, and meticulous event planning. Proficient in Adobe Creative Suite, particularly skilled in Photoshop, Illustrator, and InDesign. Experience extends to web design, SEO, and Google Ads. Possesses strong analytical and communication skills, coupled with a passion for staying current with emerging marketing technologies and tools. A proactive team leader known for attention to detail and critical thinking abilities. I find it difficult to reduce much of my work to a few bullet points. Contact me to further discuss my work history, skills and how I can contribute to an organization or project.

## EDUCATION

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**Bachelor of Science (B.S.) in Marketing, Communication - Bradley University** | Peoria, IL | 05.2011  
• Graphic Design, Customer Relationship Marketing, Philosophy, Social Psychology

## EXPERIENCE

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**Creative Marketing Consultant - Bohème Theory** | Peoria, IL/Remote | 05.2012 - Present

- Utilize strong verbal & written communication skills when interacting with clients or colleagues.
- Develop successful solutions tailored to clients' specific needs including driving foot traffic, boost brand awareness & increase sales.
- Develop and implement creative strategies to boost customer satisfaction and loyalty.
- Design comprehensive marketing plans that effectively promoted products or services within budget requirements.
- Project deliverables include logos, branded business products, print/outdoor ads, websites, blog posts, articles, radio scripts, press releases, reports, social media campaigns, strategic plans, proposals & presentations.

**Digital Content Coordinator - Illinois Central College** | East Peoria, IL | 02.2023 - 09.2023

- Develop, manage & implement successful digital marketing content (including graphics, photos & videos), strategies, monitor conversion across all digital platforms including web & social media channels, fostering traffic growth & brand promotion.
- Measure & analyze real-time trends and campaign performance metrics with optimization recommendations.
- Organize & execute marketing photoshoots, image editing & oversee digital asset management.

## Director of Marketing & Events - Peoria Area Chamber of Commerce | Peoria, IL | 05.2019 - 02.2023

- Supervised production of promotional materials and digital content, including graphics, photos, and videos for various channels.
- Created original graphic and video content, analyzed online traffic and marketing trends, maintained the website, and produced quarterly print and digital publications.
- Demonstrated exceptional time and project management skills, organizing 30 annual business-related events and executing 5+ large events, resulting in substantial profits.

## Graphic Designer & Print Production Specialist - The Copy Shop | Bloomington, IL | 11.2017 - 05.2019

- Expertly managed end-to-end graphic design services, encompassing layout setup, digital printing, production operations, and bindery, ensuring adherence to production schedules & overseeing staff to meet critical deadlines.
- Provided valuable guidance to external agencies and clients, advising on optimal printing and production methods to achieve goals within budget & time constraints.
- Demonstrated understanding of design, strategy, and processes within a collaborative team environment, contributing to cohesive efforts.
- Spearheaded the creation, management, and documentation of all digital assets for the organization, ensuring accessibility, and support multiple client campaigns by delivering innovative branding and creative concepts within tight timelines.

*\*Additional Information & Work History available at [www.BohemeTheory.com](http://www.BohemeTheory.com)*

## SKILLS

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|------------------------------------|---|---|
| • Analytics & Metrics              | • Research & Deveopment   | • <b>Adobe Creative Suite:</b> Acrobat, Creative Cloud, DreamWeaver, Illustrator, InDesign, Lightroom, PhotoShop  |
| • B2B/B2C Marketing                | • Strategic Marketing Planning  | • <b>Google:</b> Adords, Analytics, Docs, Drive, Forms, MyBusiness, Search Console, Sheets, Workspace             |
| • Change Management & Leadership   | • Web Design & SEO  | • <b>Microsoft:</b> 365, Access, Excel, Office, OneDrive, Outlook, PowerPoint, Publisher, SharePoint, Teams, Word |
| • Communications & Management      |   |   |
| • Customer Relationship Management | <b>Marketing Tools:</b>   |   |
| • Digital Asset Management         | • Canva, Constant Contact, Hootsuite, HubSpot, LinkTree, Mailchimp, Motion, SEMRush, Salesforce, Slack, Squarespace, SurveyMonkey, Wix, WordPress, Workpatterns, Zoom |   |
| • Event Planning & Promotion       |   |   |
| • Graphic Design & Print Layout    |   |   |
| • Photography & Image Editing      |   |   |
| • Project Management               |   |   |
| • Reporting & Documentation        |   |   |

## CERTIFICATIONS

**Foundations of User Experience (UX) Design** - Coursera, 2023

**Foundations of Data Analytics** - Coursera, 2023

## PHILANTHROPY & PROFESSIONAL ASSOCIATIONS

### MEMBERSHIP ORGANIZATIONS (LOCAL & NAT'L)

American Advertising Federation  
American Marketing Association  
Bradley University Alumni Association  
Contemporary Art Center  
National Council for Marketing & Public Relations  
Peoria Art Guild  
Public Relations Association of Central IL

### COMMUNITY BOARD MEMBER & COMMITTEES

Big Table: Greater Peoria, The | Oversight & Mktg.  
Greater Peoria 2030 | Oversight & Mktg.  
Peoria Humane Society | Board & Public Awareness  
Young Professionals of Greater Peoria | Board & Mktg.

## PERSONAL INTERESTS

Acrylic Painting  
Animals  
Digital Design & Marketing

DIY Home Renovation  
Furniture Reupholstery  
Gardening

Interior Design  
Kayaking  
Live Music

Physical Fitness  
Sci-Fi Cinema & Novels  
Travel

