

Marcus Thompson

Business Owner

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- Business owner who built and scaled a \$3.2M digital marketing agency over 8 years, managing 22 employees and serving 150+ clients across technology, healthcare, and manufacturing sectors
- Generated \$12M in cumulative client revenue through data-driven marketing strategies, achieving average 240% ROI for client campaigns while maintaining 89% client retention rate
- Successfully navigated company through COVID-19 pandemic by pivoting service offerings, resulting in 15% revenue growth in 2020 when industry average declined 23%
- Seeking to leverage strategic planning, P&L management, and digital transformation expertise in senior leadership role within growth-stage technology company

WORK EXPERIENCE

Thompson Digital Solutions

January 2016 - Present

Founder & CEO

- Built full-service digital marketing agency from startup to \$3.2M annual revenue, establishing market presence across Colorado, Utah, and Arizona with 150+ active client accounts
- Developed proprietary client acquisition system combining content marketing and strategic partnerships, generating 65% of new business through referrals and reducing customer acquisition cost by 40%
- Led digital transformation initiative for 50+ traditional businesses during pandemic, implementing e-commerce solutions that generated average \$180K additional revenue per client within 6 months
- Established strategic partnership network with 12 complementary service providers, creating integrated solution offerings that increased average project value from \$15K to \$35K
- Implemented data analytics infrastructure using Google Analytics, HubSpot, and custom dashboards, enabling real-time campaign optimization that improved client ROI by average 85%
- Built and managed cross-functional team of 22 professionals including developers, designers, strategists, and account managers while maintaining 94% employee satisfaction score

TechVantage Corporation

March 2012 - December 2015

Senior Marketing Manager

- Managed \$2.8M annual marketing budget for B2B software company, driving 45% increase in qualified leads and 28% improvement in sales conversion rates
- Launched integrated digital marketing campaigns across 5 industry verticals, generating \$8.5M in attributed pipeline revenue over 3-year period
- Led marketing automation implementation using Salesforce and Marketo, reducing lead qualification time by 60% and increasing marketing-to-sales handoff efficiency by 75%
- Developed content marketing strategy that positioned company thought leadership, resulting in 300% increase in organic website traffic and 150% growth in social media engagement

Rocky Mountain Consulting Group

June 2010 - February 2012

Marketing Coordinator

- Coordinated marketing initiatives for management consulting firm serving Fortune 500 clients, supporting \$12M annual revenue generation
- Managed trade show participation and industry events, generating average 85 qualified leads per event and contributing to 25% of new client acquisitions

- Created marketing collateral and proposal support materials that improved win rate from 32% to 47% on competitive bids

SKILLS

Technical Skills

- Financial Modeling & Forecasting (created 5-year projections with 12% accuracy variance)
- CRM Systems (Salesforce, HubSpot) - managed 3,000+ contact database
- Digital Marketing Tools (Google Analytics, Facebook Business Manager, SEMrush, Mailchimp)
- Project Management Software (Asana, Monday.com, Slack)
- Data Analytics & Reporting (Google Data Studio, Tableau, Excel advanced functions)

Leadership & Strategic Skills

- P&L Management (\$500K - \$3.2M budget range)
- Team Building & Development (hired and trained 35+ employees over 8 years)
- Strategic Partnership Development (established 12+ revenue-generating partnerships)
- Change Management (led digital transformation across 50+ client organizations)
- Business Development & Sales (consistently exceeded annual revenue targets by 15-25%)

EDUCATION

University of Colorado Boulder - Leeds School of Business2010

Master of Business Administration - Marketing Concentration

- Founded Graduate Entrepreneurship Society serving 200+ students
- Capstone Project: "Digital Marketing Strategies for Small Business Growth" - implemented recommendations generated \$150K revenue for local client
- Relevant Coursework: Strategic Management, Digital Marketing, Financial Analysis, Operations Management

Colorado State University2008

Bachelor of Science in Business Administration - Finance

- President, Business Student Association (managed \$50K budget and 15 executive board members)
- Dean's List: Fall 2007, Spring 2008

CERTIFICATIONS

Stanford Executive Leadership Development Program2022

Stanford

Google Analytics Certified Professional2023

Google

HubSpot Inbound Marketing Certification2021

HubSpot

HONORS

Inc. 5000 Fastest-Growing Private Companies

2021, 2022

Inc. Magazine

Ranked #1,847 nationally for 3-year revenue growth of 285%

Colorado Companies to Watch

2020

Colorado Office of Economic Development

Selected from 500+ nominees for sustainable business practices and community impact

Digital Marketing Excellence Award

2023

Denver Marketing Association

Recognized for innovative campaign strategy that generated 400% ROI for healthcare client

Top 40 Under 40 Business Leaders

2019

Denver Business Journal

Selected from 800+ nominees for entrepreneurial achievement and community involvement

PUBLICATIONS

Pivoting Through Crisis: How Local Agencies Adapted

March 2021

Marketing Land

Featured case study on pandemic business transformation strategies

The Future of Small Business Digital Marketing

September 2022

Colorado Biz Magazine

Authored thought leadership piece on emerging marketing technologies

PROFESSIONAL ASSOCIATIONS

Board Member

2020-Present

Denver Entrepreneurs Organization

Advisory Board Member

2021-Present

University of Colorado Business Incubator

Member

American Marketing Association, Digital Marketing Institute