

# Michael Thompson

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## VP, HEAD OF AUDIENCE DEVELOPMENT STRATEGIC THINKING ~ AUDIENCE DEVELOPMENT ~ TALENT MANAGEMENT

*“Leveraging search and social media to develop audiences and drive business initiatives.”*

### Track Record of Audience Development:

- Doubled year-over-year organic traffic for two consecutive years by hiring and training a search engine optimization team from the ground up.
- Grew the email subscriber list from zero to 899K subscribers in 12 months by designing and implementing an email marketing program for network publishers.
- Increased organic search traffic 300% for major hotel chain in 2 years by developing a SEO and link-development strategy.

### CORE COMPETENCIES

- |                                    |                          |                        |
|------------------------------------|--------------------------|------------------------|
| ➤ Search Engine Optimization (SEO) | ➤ Audience Development   | ➤ Media Buying         |
| ➤ Search Engine Marketing (SEM)    | ➤ Email Marketing        | ➤ Digital Strategy     |
| ➤ Vendor Management                | ➤ Mergers & Acquisitions | ➤ Account Management   |
| ➤ Talent Recruitment & Training    | ➤ Content Syndication    | ➤ Customer Acquisition |
| ➤ Business Development             | ➤ Link Development       | ➤ Social Media         |
| ➤ Traffic & Audience Analysis      | ➤ Budget Management      | ➤ Project Management   |

### CAREER NARRATIVE

ABC Company, Any Town, ST

2/08–Present

#### Principal

Company: Boutique audience development agency providing strategic consulting services to select clients across the United States.

Capitalizing on the digital marketing needs of smaller businesses launched SEO consultancy providing strategic consulting services including: company website analysis, search engine optimization services and training, paid search campaign design and execution, customer acquisition initiatives, traffic analysis and reporting, and media buying. Functions as ad hoc SEO/SEM department for small to mid-sized advertising agencies.

#### Key Contributions:

- Increased organic search traffic 300% for major hotel chain in 2 years by developing a SEO and link-development strategy.
- Audited websites for SEO and provided actionable recommendations for: site structure, creative design, keyword and link development strategies, and content optimization.

ABC, Company, Any Town, ST

12/05–1/08

#### Head of Audience Development

Company: Media company providing style, entertainment, pop culture, and lifestyle content to a young male audience. Headquartered in Los Angeles, CA with over 400 employees in 4 locations. Reported to: Senior Vice President, Business Development. Direct reports: 3 SEO Managers; 2 Social Media Managers; Events Manager; Digital Manager.

Recruited to increase organic traffic and develop newsletter marketing capabilities for the company's network of web properties. Managed a media budget of 600K a year. Expanded audience reach by securing agreements to syndicate content to *Business Insider*, Yahoo, AOL, and *Huffington Post*. Built an audience development department from scratch in less than 6 months in a highly competitive market.