

BILLY THOMPSON
Sales & Marketing Manager
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SOFTWARE/PROGRAMS

Intermediate/Advanced - Google Tools, Microsoft Office Suite, Powerpoint, Excel (PivotTables/Charts etc.), Spotfire (CRM), Squarespace (site building), Logic (audio), ProTools (audio), Tweetdeck, Hootsuite, Sprout Social, Facebook Ad Manager, ADP Payroll Mgmt, Adaptive Planning (budget mgmt)

Basic - HTML, Photoshop, Pro Tools (audio), Notable, Pipeline, Teamwork, UTM Tracking, ShiftPlanning, Constant Contact, Wordpress, Google Analytics

EXPERIENCE

H. Hawaii Media - Account Executive, April 2017-Current

- Generate Maui / statewide sales revenue by developing and maintaining new on-air advertisers through customized marketing campaigns, consistently achieving ~150% of monthly targets
- Manage relationships with tenured clients across all business categories
- Copywriting, voice work and production of on-air commercial content

Indolotus Imports - Sales / Marketing / Team Lead, August 2015 - April 2017

- Managed customer relationships across diverse client base including resort/hotel buyers, landscape architects, designers, and upscale homeowners throughout Maui - driving consistent sales revenues across all categories
- Led marketing efforts online, in the community and on-air, representing the company in live weekly interviews via sponsorship of an island-wide radio program
- Directed sales team's daily efforts while executing projects around a regularly rotating product inventory, including strategic reconfiguration of retail space and coordinating complex/high-end deliveries

Tavour - Marketing Manager, April 2015 - July 2015

- Engineered channel-based customer acquisition and member retention programs for the West Coast's largest online Craft Beer retailer
- Directed various Marketing & Sales strategies including piloting a Residential engagement campaign dubbed '*Tavour Pours*'. More at: www.tavour.com/pours
- Fostered relationships with major developers like Greystar, Equity Residential and Vulcan to acquire 50+ partner properties with a combined addressable audience of over 10,000 consumers
- Helmed design and production of online acquisition tools and all physical collateral

Camp RAHH! - Co-Founder / Marketing & Sales Director, Oct 2014 - June 2015

- Developed and directed Marketing & Sales strategies for *Camp RAHH! - the PNW's first Summer Camp for Grown-Ups + Digital Detox*
- Negotiated partnerships with over 15 first-year sponsors including Caffe Vita, Uber, KIND Snacks, Vita Coco, Poler, Field Notes, LoveCityLove & KRAVE Jerky
- Drove \$14,000 in first-year registration revenue through online sales campaigns, community marketing partnerships and cross-brand social media promotions
- Visit www.CampRAHH.com

ZIIBRA - Director of Artist Growth & Marketing, June 2014 - Sept 2014

- Acquired over 30 artists/makers to create user profiles and establish revenue-driving subscription offerings
- Played key role in 25% overall increase in ZIIBRA's online user-base, innovating a "Follow" feature for increased engagement
- Built the Artist Growth Team in Seattle & San Francisco, incorporating CRM tools and internal task management systems
- Landed partnerships with tastemakers like JetBlue, Sasquatch Music Festival, Seattle Design Festival & GRAY Magazine
- Consulted closely with the founders & users alike in monetizing the subscription-based platform, conducting countless A/B Ad Testing and U/X surveys

Zipcar - Marketing Manager, June 2011 - June 2014

- Managed 100's of accounts including Amazon, Microsoft, City of Seattle, Vulcan, Gates Foundation, Childrens Hospital and University of Washington.
- Generated over 26,000 new Zipcar membership applications, growing Seattle's membership base by 22%
- Managed a P&L with annual local budget of \$700K, including oversight on \$350K media spend across Seattle market
- Managed most successful Brand Ambassador team in Zipcar Seattle history, with YOY new member acquisition consistently ranging from 150-200%
- Produced various events, many of which attracted the highest attendance in company history
- Built a Residential marketing program which became the standard across Zipcar markets - consulting on the model with SDOT, King County & Alta Planning

NRG Experiential Marketing - Field Marketing Manager, Oct 2010 - Feb 2011

- Supporting Coca Cola in a 3-month test market program for *Relentless* energy drink, produced half a dozen music & film events, engaging thousands of consumers
- Sampled over 50,000 cans of product at universities, concerts, events and through targeted community seeding efforts

OTHER EXPERIENCE

Entercom Broadcasting (Seattle) - Account Executive
Les Boulangers Associates, Inc - Regional Sales Director
Central Space - Project Manager, Portfolio Manager
Allegiance Telecom - Account Executive
Key Foreclosures, LLC - Agent, Foreclosure Investment Specialist
RE/Max Eastside / Metro - Agent/Broker, Lending Consultant

EDUCATION

2001-2005 Brigham Young University, Hawaii & Provo - Communications

LANGUAGES

Romanian fluent, Spanish conversational