

Matt Thompson

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Summary

Recent M.A. graduate from DePaul University, majoring in Public Relations and Advertising. Results driven Marketing and Advertising Associate with experience in sales, marketing, customer service and employee development.

Skills

- Marketing Communications
- Event Planning and Management
- Customer Service
- Public Speaking
- Media Relations
- Social Media Marketing
- Sales
- Team Leadership
- Training and Onboarding
- Recruitment and Hiring
- Relationship Building
- Cash Management

Experience

08/2020 - 06/2022

Graduate Student, Public Relations and Advertising, **DePaul University**, Chicago, IL
Completed the following body of work during graduate studies:

- Multi-Media Campaign: Tinder LLC- Found innovative ways to increase Tinder's usage by reinventing a new social media strategy
- Creative Campaign: The Clorox Company Client Proposal- Developed a strategy to enable Clorox to not only regain, but raise market share beyond pre-pandemic levels
- Public Relations: Chipotle Mexican Grill Crisis Communication Plan- Created a communication strategy to address quality control issues at Chipotle
- Multi-Media Campaign: Lululemon Athletica, inc. - Designed new approaches that enabled Lululemon to grow its male clothing segment
- Creative Campaign: Uber Technologies inc. - Developed cross promotional creative campaign that promoted America's favorite delivery service with an upcoming Hollywood film
- Public Relations and Marketing: Archdiocese of Chicago- Proposed recommendations based on surveys and analytics to grow the parishioner base of the Catholic Church
- (Click on the following link to view entire Master's college work portfolio)

[Link to Graduate School Portfolio](#)

03/2018 - Current

Manager, **The Cubby Bear/Sterling Bay Four Corners**, Chicago, IL

- Manage a team of 30+ employees for one of the largest venues located in the heart of wrigleyville
- Responsible for managing the customer experience and increasing profitability by overseeing social media platforms
- Started as a bartender while saving for college Master's program, promoted to Manager at Cubby Bear in March 2021

07/2017 - 02/2018

Marketing Effectiveness Representative, **Nielsen**

- Created the Sales Development program for Nielsen's Marketing Effectiveness team
- Grew Nielsen's book of business through everyday prospecting in North America
- Managed leads and updated client contact information via Salesforce
- Pulled and analyzed internal Nielsen data presenting spend trends and advertising performance to

new and existing clients

- Gained expert knowledge on Advertising Solutions from the watch and buy side of the business to present to new and existing clientele.

05/2016 - 01/2017

SALES EXECUTIVE – MEDIA PLANNER, Getty Images, Chicago, IL

- Drove revenues, customizing rights and licensing for specific marketing, advertising, and brand promotional uses for Marketing, Advertising, and Film production companies
- Managed leads and drove full sales cycle from prospecting to close via Microsoft CRM
- Expanded business reach by developing new target markets and identifying creative opportunities for customers with Getty content
- Developed legal contracts for client's specific use of stock imagery or video content, ensuring the client was protected
- Consistent target revenue producer in sales class.

04/2015 - 05/2016

Account Executive – Sales Trainer, Yelp, Chicago, IL

- Accelerated revenue and market penetration, assisted clients in developing and refining marketing strategies to strengthen customer satisfaction and financial performance
- Devised client specific solutions based on background research specific to each client; consistently delivered as top revenue producer out of 600+ sales associates
- Managed leads and drove full sales cycle from prospecting to close, utilizing Salesforce CRM system
- Administered, tracked, organized, and prospected over 400 small businesses monthly via Salesforce.com
- Grew traffic on a local level and created brand recognition, enabling customers to cost effectively grow their online presence
- Chosen by Senior Management to serve on Yelp's regional college recruiting team
- Selected as Yelp Guide for Chicago Office, overseeing onboarding and training of new associates.

Education and Training

06/2022

Master of Arts, Communications, PR and Advertising

DePaul University, Chicago, IL

GPA: 3.85

- Graduate with Distinction

01/2014

Bachelor of Arts, Business Communications

Valparaiso University, Valparaiso, IN

GPA: 3.54

- Honor Roll 2014

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/mathompson1/>
- <https://thompsonm10290.wixsite.com/matt-thompson-portfo>