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Los Angeles, CA

David Thompson

EDUCATION

Master of Business Administration (MBA), Marketing, University of California, Los Angeles, United States, Graduated: June 2011

Bachelor of Science in Marketing, University of Southern California, United States, Graduated: May 2007

Certifications

- Google Analytics Certification**, Google, Certification Date: March 2023
- Certified Brand Manager (CBM)**, Brand Management Institute, Certification Date: July 2022

SKILLS

Brand strategy development and execution	Expert
Cross-functional team management	Expert
Digital and traditional marketing integration	Expert
Market research and consumer insights	Expert
Creative campaign management	Expert
ROI measurement and analytics	Expert
Storytelling and content creation	Expert

Brand Marketing Director

PROFESSIONAL SUMMARY

Creative and strategic Brand Marketing Director with experience in leading strategy, campaigns, and initiatives that drive awareness and consumer engagement. Expertise in brand positioning, storytelling, and digital marketing integration. Adept at managing cross-functional teams and delivering strong ROI on marketing investments.

EXPERIENCE

Brand Marketing Director, Luxury Lifestyle Group, Los Angeles, CA

October 2017 - Now

- Spearhead the development of the brand's strategic vision, aligning messaging across all platforms, resulting in a 40% increase in consumer engagement.
- Manage multimillion-dollar marketing campaigns across digital, print, and outdoor advertising channels.
- Lead a creative team of designers, copywriters, and strategists to execute high-impact campaigns, improving brand recall by 35%.
- Conduct consumer research and focus groups to refine brand messaging and positioning.

Senior Brand Manager, Elite Global Brands, Los Angeles, CA

June 2012 - September 2017

- Oversaw the brand development and positioning for a portfolio of luxury products.
- Managed large-scale campaigns across TV, print, and digital channels, generating a 25% increase in overall sales.
- Developed integrated marketing strategies that aligned with the company's long-term vision and growth objectives.