



BRANDON THOMPSON

Marketing Director | Growth + Brand Strategy Leader

Peoria, IL | Open to Hybrid + Remote | 309.337.9286

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PROFESSIONAL SUMMARY

Marketing Director and Growth Leader with 15+ years of experience driving brand strategy, demand generation, and marketing operations for mission-driven and growth-stage organizations across renewable energy, nonprofit, government, and B2B sectors. Proven ability to scale marketing functions from execution-heavy environments into systemized, performance-driven operations. Known for blending creative leadership with data, building infrastructure that enables growth, and partnering cross-functionally to deliver measurable business impact.

CORE LEADERSHIP EXPERTISE

- Marketing Strategy & Leadership
- Brand & Creative Direction
- Demand Generation & Performance Marketing
- Marketing Operations & Systems
- CRM, Automation & Analytics Strategy
- Website, UX & Conversion Optimization
- Vendor, Budget & Agency Management
- Cross-Functional & Executive Collaboration

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING | *Sun Collectors* | Peoria, IL | Hybrid | June 2025 – May 2026

Promoted into Director-level leadership after joining as Digital Marketing Specialist. Own the full marketing function for a rapidly growing renewable energy company, spanning brand, demand generation, systems, operations, and strategic planning.

- **Strategic Leadership + Operations**
 - Own end-to-end marketing strategy aligned to company growth goals, customer acquisition, and long-term scalability
 - Serve as senior marketing partner to executive leadership, sales, and operations
 - Lead departmental budgeting, forecasting, and performance accountability
 - Manage and coordinate 50+ vendor and agency relationships monthly, ensuring alignment, quality, and ROI
- **Brand, Creative + Digital Ecosystem**
 - Define and steward brand voice, tone, and creative standards across digital, print, broadcast, and community channels
 - Lead creative direction for TV commercials, billboards, radio spots, podcasting, photography, and video production
 - Direct continuous optimization of the Sun Collectors website as both brand hub and lead-generation engine while leading a full website rebuild
 - Improve UI/UX, SEO structure, messaging clarity, and conversion pathways across high-traffic pages
- **Demand Generation, Systems + Growth**
 - Lead paid and organic strategies across Google Ads, Meta, TikTok, Nextdoor, email, SMS, and emerging platforms
 - Launched and scaled new channels including Nextdoor Ads and expanded TikTok into a consistent growth platform
 - Implemented marketing automation and integrations (Formidable Forms, Google Sheets, Mailchimp, CallRail) to improve speed-to-lead and conversion reliability
- **Measured Business Impact**
 - Increased **social media followers** by **1,300%** in 7 months
 - Increased **post impressions** by **40%**, reactions/likes by **11.3%**, and comments by **23.5%**
 - Increased **website form submissions** by an average of **82.25%**, with **75.5% of all submissions** occurring after July 1, 2025

- Drove **86% increase in homepage consultation requests** and **80% increase in free solar quote submissions**
- Led inaugural Customer Appreciation “Solar Social” event (~250 attendees), delivered under budget, strengthening loyalty and brand trust
- **Systems, CRM + Future-State Enablement**
 - Evaluated Salesforce performance; researched HubSpot, GoHighLevel, and ClickUp for CRM and automation scalability
 - Built SOPs for social governance, content approvals, AI-assisted repurposing, competitor analysis, and brand standards
 - Led rapid campaign pivots in response to federal solar policy changes, translating regulatory complexity into compliant, customer-friendly messaging

CREATIVE MARKETING CONSULTANT / FOUNDER | *Bohème Theory* | Remote | 2011 – Present

Provide strategic marketing leadership and creative direction for clients across nonprofit, education, healthcare, government, and small-to-mid-size business sectors.

- Advise leadership teams on brand strategy, campaign planning, and digital growth
- Lead integrated campaigns across web, social, email, print, and video
- Oversee vendor coordination, budgets, timelines, and KPI reporting
- Deliver measurable outcomes through performance-driven creative execution

Selected Projects + Impact:

- **Peoria Park District (2024–2025):**
 - Led integrated campaign strategy across social, email, and direct mail supporting community programs and seasonal initiatives
 - Delivered email campaigns achieving up to **70% open rates** and **40% CTR**, significantly exceeding public-sector benchmarks
- **Illinois Central College (2023):**
 - Directed multimedia recruitment campaigns including video storytelling, social content, and targeted paid ads
 - Contributed to an **11% increase in enrollment**, supporting institutional growth objectives
- **Additional Clients:**
 - Advised local businesses, healthcare organizations, arts institutions, and animal welfare nonprofits across Illinois and the U.S.

DIRECTOR OF MARKETING + EVENTS | *Peoria Area Chamber of Commerce* | Peoria, IL | 2019 – 2023

- Led integrated marketing strategy across digital, print, and events
- Planned and executed **30+ large-scale events annually**, generating up to **\$75K net revenue per event**
- Directed internal communications, sponsorship marketing, and creative production
- Managed vendors, budgets, and cross-functional stakeholders

EARLIER EXPERIENCE (CONDENSED)

- **GRAPHIC DESIGNER + PRINT PRODUCTION SPECIALIST** – *The Copy Shop* | 2017–2019
- **MARKETING + LEASING MANAGER** – *Scion / CA Ventures / Fairlawn RE* | 2014–2017
- **DIRECTOR OF MARKETING + PUBLIC RELATIONS** – *Peffer Wellness Center* | 2013–2014

EDUCATION + CERTIFICATIONS

- **B.S. Communication – Marketing & Advertising Design** | Bradley University
- **A.A. Business Marketing** | Carl Sandburg College

Certifications: Data Analytics (Coursera) • UX Design (Coursera)

