

# Billy Thompson

Marketing & Sales Director with 13+ years of experience leading innovative, high-impact B2C campaigns that drive revenue & significant ROI while growing brand awareness, love & loyalty.

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[PORTFOLIO](#)

## RELEVANT EXPERIENCE

### **KNHC C89.5 fm, Seattle, WA — Director of Underwriting & Partnerships**

AUGUST 2020 - PRESENT

-Consistently exceeding sales targets every single quarter, generating \$344k in Underwriting revenue during the second full year at the helm - a 180% YOY increase

-Developed +Produce *Coping 101* mental health podcast series + online platform, generating \$175k in revenue from sponsors like Seattle Children's, 4Culture, Carter Subaru & Crisis Connections

-Consult on client AND station marketing campaign strategies, events, copywriting & podcast content development

### **H Hawaii Media, Maui, HI — Marketing & Accounts Manager**

APRIL 2017 - JULY 2020

-Acquired over 175 new Radio advertiser accounts across the Hawaiian islands to the tune of over \$350,000 in cumulative spend.

-Consulted on marketing campaign strategies, on-air messaging and copywriting - producing hundreds of brand-building commercials.

### **Maui Media Initiative, Maui, HI — Development Director**

AUGUST 2017 - APRIL 2020

-Instituted many new initiatives for 91.7fm Mana'o Radio, including launching / directing content for social media channels, producing the *Small Kine Sessions* online concert series, and spearheading a comprehensive website rebuild.

-Outpaced YOY revenue targets through revamping the Underwriter Program, introducing on-air feature and event sponsorships, planning + emceeding a string of sold-out public and private concert events - culminating in KMNO's recognition as *Maui's Best Radio Station* for the second time in its 18-year history.

## EDUCATION

### **Brigham Young University, Provo UT — BA Communications**

2001-2005

## SKILLS

Sales + Account Management

Copywriting

Team Management

Event Production

On-Air / Audio Production

Social Media Management

Business Development

## LANGUAGES

Romanian, Spanish

## SOFTWARE / PROGRAMS

Marketron, Nielsen Tapscan, Google Tools, Microsoft Office Suite (Powerpoint, Excel etc.), Spotfire (CRM), Squarespace (site-building), Logic (audio), ProTools (audio), Cool Edit Pro (audio), Tweetdeck, Facebook Ad Manager, ADP Payroll Mgmt, Adaptive Planning (budget mgmt)

## OTHER EXPERIENCE 2010-2015

Zipcar, Marketing Manager

Tavour, Marketing Manager

ZIIBRA, Director or Marketing

Entercom Communications,

Account Executive