Amanda Thompson

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Strategic and creative marketing professional with 8+ years of experience developing data-driven programs that elevate brand presence at retail and beyond. Specializes in bridging the gap between insights and execution to deliver solutions that are both innovative and results oriented.

PROFESSIONAL EXPERIENCE

SR. MARKETING MANAGER | MONSTER ENERGY | *MAY 2023 - PRESENT*

• Lead the omnichannel strategy and growth for 88 total Convenience Retail and Military accounts across the US and globally. Increased volume of marketing programming across all accounts (+49% vs PY) driving the business forward through incremental display and digital efforts in partnership with various Retail Media Networks.

• Spearheaded the go-to-market strategy for an LTO innovation SKU within the Ultra brand portfolio, leading an integrated, 360° marketing campaign across domestic and international Military channels. Directed end-to-end retail activation across in-store, digital, and experiential touchpoints, driving 46% volume growth vs. PY and delivering 5.8x ROAS.

• Leverage strategic partnerships with premier sports properties and events, including NASCAR, F1, UFC, PBR, X-Games, and Supercross, to develop integrated brand marketing programs that strengthen brand affinity, drive consumer engagement, and amplify brand presence across key retail channels.

• Led a high-impact, partnership-driven marketing initiative with Kawasaki at Murphy USA, delivering the retailer's most successful sweepstakes YTD. Drove 880K consumer entries, +23% unit growth vs. PY, and 851K promotional units.

• Lead and develop Marketing Interns through structured mentorship, strategic guidance, and ongoing performance feedback, overseeing capstone projects that identify business gaps, uncover growth opportunities, and generate actionable insights to advance team priorities and drive business growth.

• Direct cross-functional go-to-market planning, retail activation, and creative development, building scalable marketing programs to support brand expansion and sustained commercial growth.

• Synthesize consumer, category, and retailer performance data using Nielsen, Numerator, and 1P Retailer Data, to identify actionable growth opportunities, guiding strategic decisions across digital campaign optimization, pricing strategy, and retail and commercial execution.

SHOPPER MARKETING MANAGER | BLUE DIAMOND GROWERS | *FEBRUARY 2023 - MAY 2023 | CONTRACT*

• Managed omnichannel strategy and Marketing programs for Large Format key accounts within the Grocery and Drug Channel: Walmart, Target, Kroger, HEB, Meijer, Hy-Vee, Walgreens, CVS, ADUSA, and more.

• Partnered with retail media networks, including Walmart Connect, Roundel, and Kroger Precision Marketing, to develop integrated omnichannel campaigns, leveraging first-party shopper insights and performance analytics to optimize media investment, increase conversion, and drive incremental sales.

• Managed end-to-end execution of national marketing plans, overseeing creative workflows, legal approvals, P&L management, budget allocation, and vendor management while ensuring alignment with timelines and business objectives.

MARKETING ANALYST | PEPSICO | *MARCH 2022 - FEBRUARY 2023*

• Leveraged premier sports partnerships with the NFL, NBA, and MLB to amplify brand presence and cultural relevance for Pepsi and Mountain Dew. Developed partnership-driven marketing programs that connected consumers with iconic sports properties, strengthened brand affinity, and brought brand campaigns to life across retail touchpoints.

• Led the strategy and execution of 27 Super Bowl LVI tailgating activations across diverse retail accounts, developing integrated brand experiences that brought PepsiCo and NFL partnerships to life. Directed cross-functional teams and agency/vendor partners to deliver cohesive brand creative, amplified through paid media, radio, and influencer partnerships, driving consumer engagement, increasing event awareness, and showcasing new Pepsi and Frito-Lay innovations through experiential sampling.

• Pioneered the development and execution of a ground-up Brisk brand marketing campaign, translating consumer and retail insights into a strategic creative brief and integrated media plan designed to expand distribution across ampm and ExtraMile stores while driving awareness and trial of a new innovation flavor. Resulting in +7pts in dollar share change and +52% in dollar sales vs PY. Media results garnered 5M impressions, +58k activations, and 1.2k clicks.

BRAND MARKETING COORDINATOR | **PEPSICO** | *AUGUST 2020 - MARCH 2022*

• Drove the national execution of Pepsi's Meal Occasions campaign “Better With Pepsi”, aligning Brand and Sales strategies to deliver a cohesive, consumer-centric campaign across 8K grocery and convenience retailers. Developed integrated media and retail activations to deepen consumer engagement and strengthen brand presence, generating 136M+ impressions, a 60% cross-device CTR, and positive dollar sales and share growth.

• Translated brand positioning and visual identity into compelling digital and print marketing assets for key customer accounts, ensuring consistent brand expression across consumer touchpoints while producing an average of 125 assets per week.

• Held position as Communications Chair for PepsiCo's internal Asian Network Employee Resource Group. Worked to develop and revamp communications strategy in recruiting new members, improving internal recognition practices, and refining online landing page.

MARKETING COORDINATOR | **LOANDEPOT** | *MARCH 2018 - AUGUST 2020*

• Launched Meta and Instagram brand awareness and lead generation ad campaigns, resulting in a 939% page reach increase and 1,200% page engagement increase over a 4-month period using A/B testing.

• Efficiently managed 3 project request inboxes, handling up to 100 new projects daily, while utilizing Workfront for strategic delegation and collaborating closely with internal sales and legal teams to ensure precise execution of all requests.

ACCOUNT EXECUTIVE | **YELP** | *JULY 2017 - MARCH 2018*

• Successfully proposed and sold $85.2k in Yelp advertisements to business owners, while efficiently managing and organizing a pipeline of 130 business accounts daily using Salesforce CRM.

EDUCATION

BA IN ECONOMICS & JOURNALISM | COLORADO STATE UNIVERSITY I *OVERALL GPA: 3.6*

• Former member of the President's Leadership Program | Provost's Scholarship recipient

SKILLS

Power BI	Adobe Photoshop	PowerPoint	Total Expert
IRI Circana	Adobe Premiere	Salesforce CRM	Workfront
Adobe Illustrator	Microsoft Word	WordPress	Vermont Information Processing (VIP)
Adobe InDesign	Microsoft Excel	Smartsheet	Microsoft Copilot