

TIERY A. THOMPkins

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AI POWERED MARKETING | SALES TO MARKETING TRANSLATOR | DEMAND GENERATION

Marketing leader with 15+ years of B2B and B2C experience building full-funnel growth programs, scaling digital channels, and connecting marketing execution to measurable pipeline, revenue, and brand growth. Combines full-funnel strategies with hands-on executional planning across demand generation, paid media, SEO/SEM, social content, email, ABM, ecommerce, attribution, and sales enablement. Leads cross-functional teams, agencies, budgets, analytics, and executive communications while applying generative AI technology, predictive insights, BI, and marketing automation to future-proof decision-making and optimize performance at scale.

AREAS OF EXPERTISE

Growth Marketing Strategy	Revenue & Pipeline Growth	Demand Generation	Go-to-Market Planning
AI-Enabled Marketing	Marketing Automation	Lifecycle & CRM Marketing	Account-Based Marketing
Performance Media	SEO, AEO & GEO	Attribution & ROI Reporting	Marketing Analytics
Budget & Resource Planning	Agency/Vendor Management	Sales Enablement	Executive Storytelling

PROFESSIONAL EXPERIENCE

APPLOGIC NETWORKS

October 2021-Present

DIRECTOR OF DIGITAL MARKETING | SR. MARKETING MANAGER

Built and scaled full-funnel marketing programs across brand, demand generation, paid media, content, SEO, email/nurture, ABM, sales enablement, and performance reporting.

- Generated \$4M+ in marketing-sourced pipeline through digital programs including paid media, search optimization, and account-based campaigns.
- Built the company's digital demand generation engine from the ground up, launching paid media, SEO, and integrated outbound campaigns to drive scalable pipeline growth.
- Streamlined marketing decision-making by applying AI, predictive analytics, marketing automation, attribution modeling, and BI-driven insights to campaign and channel optimization.
- Developed campaign planning, budget forecasting, vendor management, agency execution, and cross-functional workflows to improve marketing rigor and execution quality.
- Created funnel tracking, performance dashboards, and attribution views beyond last-touch, including influence reporting and custom frameworks for measuring marketing impact.
- Optimized performance marketing across Google, Facebook, TikTok, paid social, SEM, and emerging digital platforms to improve acquisition, engagement, and pipeline contribution.
- Led and developed a high-performing team of five marketing professionals, overseeing digital marketing, demand generation, marketing operations, and analytics.

ONESOURCE VIRTUAL

2019-2021

SR. MANAGER, DIGITAL MARKETING / DIGITAL MARKETING MANAGER

Led digital marketing strategy, channel planning, and budget management for North American and European markets while executing annual go-to-market priorities.

- Managed a seven-person cross-disciplinary team and represented marketing in QBRs, company town halls, new business pitches, partner presentations, and public-facing videos.
- Directed advertising strategy from segmentation and targeting through channel mix, campaign execution, testing, and post-campaign analysis.
- Improved Google Ads efficiency score by more than 45%, contributing to a 1.5MM lift and 3x increase in open opportunities.
- Revitalized social media advertising through stronger planning and content execution, increasing total followers by 25% and engagement by 4x year over year.
- Launched paid social as a new growth channel, producing more than \$1.6MM in marketing-generated opportunities since 2020.
- Built lead generation infrastructure and led account-based marketing migration while managing budget approvals, expenditure tracking, reconciliation, and ROI reporting.
- Created digital marketing strategies that grew digital's share of total open opportunities to 62%, representing a 2x increase.

RENT-A-CENTER

2017-2019

MARKETING MANAGER, RENT-A-CENTER BRANDS

Owned marketing strategy and production across seven channels, two independently operated RAC-owned brands, and three budgets totaling \$5.3MM.

- Developed annual integrated marketing plans across television, FSI, direct mail, radio, SEM, display, social, online video, email, POP, and store sale campaigns.
- Partnered with media agency to reduce spend by 15% while increasing OLA conversions by 10%.
- Generated \$250K in incremental quarterly revenue through seasonal campaigns and increased YOY revenue by \$800K through print marketing optimization.
- Spearheaded digital transformation projects that increased web traffic by 19% and site conversions by 15% YTD.
- Managed agency relationships and cross-functional teams to improve efficiency, track KPIs, and identify campaign optimization opportunities.

ADDITIONAL PROFESSIONAL EXPERIENCE

DEX MEDIA

2015-2016

CAMPAIGN MANAGER

- Managed digital marketing campaigns for 12-15 small to midsize clients.
- Strategized and executed integrated co-branded marketing activations—including digital campaigns and experiential events—in partnership with major corporate donors to drive awareness and fundraising impact for The Salvation Army

THE SALVATION ARMY

2014-2015

PARTNERSHIP MARKETING MANAGER

- Strategized and executed integrated co-branded marketing activations—including digital campaigns and experiential events—in partnership with major corporate donors to drive awareness and fundraising impact for The Salvation Army

FIRST NATIONAL BANK OF TEXAS

2011-2014

MANAGER, BUSINESS DEVELOPMENT

- Designed and launched revenue-driving local marketing initiatives across the North Texas branch region, increasing market penetration and regional demand.

EDUCATION, CERTIFICATIONS, & TRAINING

AI Marketing Certification, University of Texas, McCombs Executive Education, 2026

AI & Digital Marketing Strategy Certificate, Kellogg Executive Education, 2020

Google Ads Certified (Advanced Search, Mobile & Video), 2016-Present

Google Analytics Certification, 2016-Present

Marketing, Prairie View A&M University, 2002-2005

PLATFORM PROFICIENCIES & ADDITIONAL SKILLS

Adobe Analytics • AI-assisted workflows • Amazon Ads • BigQuery • Bing Ads • CMS • Emerging AI technologies including (Claude, Perplexity, Jasper, Surfer SEO) • Facebook Ads • Google Ads • Google Analytics • HTML • HubSpot • LinkedIn Ads • Looker • Marketing Attribution • Marketo • Power BI • Salesforce • Shopify • Sigma • Snowflake • Social Copywriting • SQL • Tableau • TikTok