



Dashawn M. Thompson (Shawn)

Content Specialist with extensive expertise in content strategy and cross-functional collaboration, driving audience engagement and brand visibility. With over a decade of experience, adept at leveraging skills in account management and communication to optimize content performance and achieve measurable growth. Passionate about utilizing innovative design concepts to enhance brand identity and increase client engagement, while aspiring to further develop leadership capabilities in media and entertainment sectors.

Employment history

Company Owner, UEC Consortiums LLC, Oct 2017

Wilmington, North Carolina, United States

- Led strategic direction, achieving measurable growth and operational efficiency.
- Enhanced client engagement, resulting in significant revenue increase.
- Implemented innovative solutions, optimizing business processes.
- Fostered a collaborative environment, boosting team productivity.
- Analyzed market trends, driving informed decision-making.

Creative Designer, WeAreMCBS, Apr 2025 - May 2025

Content Specialist, WeAreMCBS, Apr 2025

- Developed engaging content strategies, enhancing audience engagement and driving measurable growth.
- Collaborated with cross-functional teams to produce high-quality content, boosting brand visibility.
- Analyzed content performance metrics to optimize future campaigns, achieving substantial improvements.
- Crafted compelling narratives that aligned with company goals, resulting in increased user interaction.

Creative Designer, WeAreMCBS, Mar 2025 - Apr 2025

- Developed innovative design concepts, enhancing brand identity and increasing client engagement.

Marketing Specialist, WeAreMCBS, Mar 2025

Wilmington, North Carolina, United States

- Developed targeted campaigns, boosting engagement and enhancing brand visibility.
- Analyzed market trends, leading to strategic insights and improved campaign effectiveness.
- Collaborated with cross-functional teams, ensuring cohesive marketing strategies.
- Implemented data-driven strategies, resulting in measurable growth in audience reach.

Team Lead, Walmart, Aug 2024 - Nov 2024

Wilmington, North Carolina, United States

- Led a team to streamline operations, enhancing efficiency and team cohesion.
- Implemented strategies that boosted customer satisfaction and sales.
- Utilized leadership skills to resolve conflicts and improve team dynamics.
- Analyzed performance metrics to identify areas for improvement.
- Fostered a collaborative environment that supported team growth.

Associate, Walmart, Nov 2023 - Aug 2024

Southport, North Carolina, United States

- Assisted customers with purchases, enhancing satisfaction and increasing sales through effective service.
- Managed inventory, ensuring stock accuracy and reducing discrepancies by implementing checks.
- Collaborated with team to streamline processes, achieving faster checkout and improved customer flow.

Employment history

Area Sales Lead, T-ROC - The Revenue Optimization Companies, Sep 2023 - Nov 2023

- Collaborated with cross-functional teams, achieving measurable success in sales targets.

Prop Assistant, IATSE Local 491, Nov 2022 - Nov 2023

Wilmington, North Carolina, United States

- Assisted in prop management for two film sets, ensuring timely availability and organization.
- Collaborated with directors Tina Mabry and Jonas Pate to meet creative vision on set.
- Enhanced efficiency in prop handling, contributing to smoother production flow.
- Resolved on-set challenges quickly, maintaining continuity and quality in scenes.
- Supported teams in Wilmington, NC, fostering a collaborative and productive environment.

Company Owner, Thompson Transportation, Aug 2022 - Aug 2023

Wilmington, North Carolina, United States

- Led operational strategies, enhancing client satisfaction and logistics efficiency.
- Resolved complex issues, boosting revenue with measurable growth.
- Applied analytical skills to streamline processes and improve outcomes.

Chief Executive Officer, It's A Miracle Financial, Feb 2019 - Mar 2023

Wilmington, North Carolina, United States

- Led strategic planning, boosting revenue by 23% through innovative financial solutions.
- Enhanced operational efficiency, reducing costs by 12% with streamlined processes.
- Fostered a collaborative culture, increasing employee satisfaction scores by 18 points.
- Navigated complex regulatory landscapes, ensuring compliance and minimizing risk exposure.
- Drove digital transformation, achieving measurable improvements in customer engagement.
- Led strategic transformation initiatives and drove organizational growth through innovative leadership, establishing robust partnerships and optimizing operational efficiency
- Spearheaded comprehensive business restructuring, enhanced market position, and delivered substantial revenue growth through strategic decision-making

District Leader, Primerica, Aug 2019 - Nov 2022

- Led a team to achieve sales growth and improve client retention.
- Trained and mentored new recruits, enhancing team performance.
- Developed strategic plans that boosted productivity and efficiency.
- Analyzed market trends to identify new business opportunities.
- Resolved client issues promptly, maintaining high satisfaction levels.

Manager, Hardees, Mar 2017 - Mar 2019

Leland, North Carolina, United States

- Led team to improve service efficiency, boosting customer satisfaction and sales.
- Implemented training programs, enhancing staff skills and reducing turnover.
- Streamlined operations, achieving cost savings and operational excellence.

Seasonal Manager, Bojangles' Restaurants, Inc., Jun 2018 - Nov 2018

Leland, North Carolina, United States

Cook, Hardees, May 2016 - Mar 2017

Leland, North Carolina, United States

- Prepared meals efficiently, ensuring quality and consistency, enhancing customer satisfaction.
- Collaborated with team to maintain cleanliness and safety, reducing health violations.
- Managed inventory and supplies, preventing shortages and optimizing kitchen operations.
- Adapted to high-pressure environments, improving speed and accuracy of service.
- Implemented cost-saving measures, contributing to a leaner operational budget.

Employment history

Cashier, Hardees, Oct 2015 - May 2016

Leland, North Carolina, United States

- Managed transactions efficiently, enhancing customer satisfaction and reducing wait times.
- Accurately handled cash and card payments, ensuring error-free transactions.
- Collaborated with team to maintain a clean and organized workspace.
- Resolved customer inquiries promptly, improving service quality.
- Utilized point-of-sale system to streamline operations and boost efficiency.

Education

Full Sail University, Mar 2023 - Jan 2026

Skills: Computer Literacy · Laptops

Bachelor's degree

Skills

Retail	Supervisory Skills	Laptops	Computer Literacy
Communication	Attention to Detail	Film Production	Film
Media Production	Leadership Development	Program Management	Coaching
External Relationships	Relationship Building	Strategic Thinking	Entrepreneurship
Account Management	Advertising	Budgeting	Business Planning
New Business Development	Team Building	Strategic Planning	Employee Training
Training	Food and Beverage Operations	Administrative Organization	Sales Operations
Office Administration	General Office Work	Customer Service	Customer Satisfaction
Sales	Customer Engagement	Inventory Management	Management
Leadership	Online Advertising	Startup Development	Successful Business Owner

Awards and Achievements

The National Society of Collegiate Scholars