

Emily Johnson

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Summary

Dynamic Marketing Professional with 6 years of experience in developing and executing strategic marketing campaigns, driving brand awareness, and increasing customer engagement. Skilled in digital marketing, market research, and campaign analytics. Adept at leveraging data-driven insights to optimize marketing strategies and achieve business objectives.

Education

Northwest Marketing Institute

Bachelor of Business Administration in Marketing

Professional Experience

Senior Marketing Specialist

Global Marketing Agency (Remote), March 2019 – Present

- Orchestrated multi-channel marketing campaigns that resulted in a 25% increase in lead generation and a 20% boost in conversion rates.
- Utilized marketing automation tools to streamline email campaigns, leading to a 30% improvement in email open rates.
- Conducted market research and competitor analysis to identify new opportunities and refine marketing strategies.
- Collaborated with cross-functional teams to align marketing efforts with overall business goals and objectives.

Marketing Coordinator

Tech Start-Up (Remote), June 2016 – February 2019

- Managed social media accounts and content calendar, increasing follower engagement by 40%.
- Executed SEO strategies that improved website traffic by 50% and enhanced search engine rankings.
- Coordinated the production of marketing materials, including brochures, presentations, and promotional videos.
- Assisted in organizing virtual events and webinars to engage with target audiences and generate leads.

Certifications

Digital Marketing Certificate, Online Marketing Institute (2018)

Skills

Hard Skills:

- Digital Marketing (SEO, SEM, Email Marketing)
- Social Media Management (Facebook, Instagram, LinkedIn)
- Marketing Analytics (Google Analytics, CRM)
- Content Marketing
- Market Research
- Campaign Management
- Marketing Automation Tools (HubSpot, Mailchimp)

Soft Skills:

- Creative Thinking
- Strategic Planning
- Communication Skills
- Team Collaboration
- Project Management
- Analytical Skills
- Adaptability to Changing Trends