

Johnathan A. Doe

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PROFESSIONAL SUMMARY

Results-driven marketing professional with over 7 years of experience in digital marketing, social media strategy, and brand development. Proven track record of increasing brand visibility and sales through innovative online campaigns. Adept at managing teams, developing creative solutions, and analyzing data to drive decision-making.

EXPERIENCE**Senior Marketing Manager**

ABC Corp, Springfield, IL | *January 2022 – Present*

- Lead a team of 10 marketing professionals in executing multi-channel digital marketing campaigns.
- Increased website traffic by 30% and boosted conversion rates by 15% through strategic content marketing and social media optimization.
- Manage email marketing campaigns, improving customer retention by 20%.
- Collaborate with the product development team to launch new product lines, contributing to a 10% revenue growth.

Digital Marketing Specialist

XYZ Enterprises, Springfield, IL | *June 2018 – December 2021*

- Developed and executed social media strategies that increased follower engagement by 40%.
- Spearheaded the SEO strategy that resulted in a 25% increase in organic search traffic.
- Managed Google Ads campaigns with a \$50,000 budget, achieving a 3:1 return on investment (ROI).
- Conducted market research to identify emerging trends and competitive analysis, aiding in the development of successful marketing strategies.

Marketing Coordinator

Creative Solutions Agency, Springfield, IL | *May 2015 – May 2018*

- Coordinated email marketing campaigns, leading to a 10% increase in sales from past clients.
- Assisted in developing brand guidelines and ensuring consistency across all marketing materials.
- Created engaging content for social media platforms, increasing follower count by 20%.

- Analyzed website analytics and provided insights for optimizing the company's online presence.
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EDUCATION

Master of Business Administration (MBA), Marketing

University of Illinois, Urbana-Champaign | *Graduated: 2017*

- President of the Marketing Club
- Dean's List for Academic Excellence (2015-2017)

Bachelor of Arts in Communication

Illinois State University, Normal, IL | *Graduated: 2014*

- Graduated with Honors
 - Member of the Public Relations Student Society of America (PRSSA)
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SKILLS

- Digital Marketing (SEO, SEM, Social Media Marketing)
 - Data Analytics (Google Analytics, Excel, Tableau)
 - Project Management (Asana, Trello, Slack)
 - Email Marketing (Mailchimp, Constant Contact)
 - Content Creation and Copywriting
 - Brand Strategy and Development
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign)
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CERTIFICATIONS

- Google Ads Certified
 - HubSpot Inbound Marketing Certification
 - Facebook Blueprint Certification
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LANGUAGES

- English (Fluent)
- Spanish (Intermediate)