

Name: Emma Johnson

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Profile Summary: Innovative marketing strategist with 8 years of experience across FMCG and retail. Adept at omnichannel marketing, digital analytics, and customer retention strategies.

Academics: MSc in Marketing, University of Manchester (2015) BSc in Business Management, University of Leeds (2013)

Certifications: Google Ads Certification, Chartered Institute of Marketing (CIM) Diploma

Experience: Marketing Manager at PureBrands Ltd. (2018–Present) Digital Marketing Specialist at Inspire Communications (2015–2018)

Projects: 1. Launched nationwide rebranding campaign increasing brand awareness by 40%. 2. Led influencer collaborations resulting in 120% engagement growth.

Achievements: • Finalist, UK Marketing Excellence Awards (2022). • Mentored junior marketers through CIM program.

Hobbies: Hiking, photography, art galleries