

**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