

Emma Johnson

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Professional Summary

Results-driven marketing professional with 8+ years of experience leading digital campaigns, brand strategy, and team management. Skilled in data-driven decision making and cross-functional collaboration to drive growth and engagement.

Work Experience

Senior Marketing Manager — Brightwave Media, London (2019 – Present)

- Led a team of 6 marketers to develop digital campaigns, increasing lead generation by 35%.
- Implemented data-driven SEO/SEM strategy, boosting web traffic by 50%.
- Managed £500k annual marketing budget with proven ROI.

Marketing Specialist — NovaTech Solutions, Manchester (2015 – 2019)

- Developed social media campaigns that improved engagement by 60%.
- Collaborated with sales team to design targeted B2B strategies.
- Oversaw rebranding project, enhancing brand recognition in key markets.

Marketing Assistant — Greenfield Consulting, Birmingham (2013 – 2015)

- Created content for newsletters, case studies, and press releases.
- Supported event management for industry conferences with 500+ attendees.
- Conducted competitor analysis to guide campaign strategies.

Education

MSc in Marketing — University of Leeds (2012 – 2013)

BA in Business Management — University of Birmingham (2009 – 2012)

Skills

Digital Marketing, SEO/SEM, Social Media Strategy, Google Analytics, Project Management, Content Marketing, Budget Management

Languages

English (Native), Spanish (Intermediate)

Interests

Traveling, photography, cycling, cooking