

Emily Johnson

Marketing Manager

emily.johnson@example.com | (555) 987-6543 | New York, NY | linkedin.com/in/emilyjohnson

PROFESSIONAL SUMMARY

Results-driven marketing professional with 8+ years of experience in digital marketing, brand management, and campaign development. Proven success in increasing brand visibility and driving conversion rates through strategic marketing initiatives. Skilled in social media management, content creation, and analytics.

EXPERIENCE

Senior Marketing Manager

Global Brands Inc.

2020-03 - Present

- â€¢ Led rebranding initiative that increased brand recognition by 45% within 6 months
- â€¢ Managed a team of 5 marketing specialists and coordinated cross-functional projects
- â€¢ Developed and implemented digital marketing strategies resulting in 60% increase in online engagement
- â€¢ Optimized marketing budget allocation, reducing costs by 20% while improving campaign performance

Marketing Specialist

Creative Solutions Agency

2017-06 - 2020-02

- â€¢ Created and managed social media campaigns for clients across various industries
- â€¢ Conducted market research and competitor analysis to inform marketing strategies
- â€¢ Collaborated with design team to develop compelling marketing materials
- â€¢ Analyzed campaign metrics and prepared performance reports for clients

Marketing Assistant

Retail Innovations Co.

2015-01 - 2017-05

- â€¢ Assisted in the execution of marketing campaigns across multiple channels
- â€¢ Maintained company website and social media accounts
- â€¢ Coordinated with vendors for promotional materials and event planning

EDUCATION

Master of Business Administration, Marketing Concentration

New York University

2013-09 - 2015-05

Bachelor of Arts in Communications

Boston University

2009-09 - 2013-05

SKILLS

Digital Marketing, Brand Management, Social Media Marketing, Content Strategy, SEO/SEM, Email Marketing, Marketing Analytics, Campaign Management, Adobe Creative Suite, Google Analytics, HubSpot, Salesforce, Project Management, Team Leadership, Budget Management, Market Research, Competitive Analysis

CERTIFICATIONS

Google Analytics Certification

Google