

SARAH JOHNSON

Marketing Specialist

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📍 London, United Kingdom

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PROFESSIONAL PROFILE

Results-driven Marketing Specialist with 5+ years of experience developing and executing comprehensive marketing campaigns that drive brand awareness and revenue growth. Skilled in digital marketing, content creation, and analytics with a proven track record of increasing engagement metrics and optimizing ROI. Adept at collaborating with cross-functional teams and managing multiple projects in fast-paced environments.

WORK EXPERIENCE

Senior Marketing Specialist

Jan 2022 - Present

[Global Innovations Ltd., London, UK](#)

- Led the development and execution of omnichannel marketing strategies that increased customer acquisition by 35% and retention by 28%
- Managed a £500,000 annual marketing budget, optimizing spend to achieve a 24% improvement in cost per acquisition
- Coordinated with product and sales teams to develop targeted messaging that improved conversion rates by 18%
- Analyzed campaign performance using Google Analytics and other tools, providing actionable insights that drove strategic adjustments
- Supervised a team of 3 marketing associates, providing mentorship and facilitating professional development

Marketing Specialist

Mar 2019 - Dec 2021

[Bright Future Media, Manchester, UK](#)

- Executed digital marketing campaigns across social media, email, and PPC channels that generated 15,000+ qualified leads
- Created and optimized content for SEO, resulting in a 45% increase in organic traffic
- Collaborated with designers and copywriters to develop compelling creative assets that aligned with brand guidelines
- Implemented A/B testing strategies that improved email open rates by 22% and click-through rates by 17%

Marketing Assistant

Jun 2017 - Feb 2019

[Pinnacle Marketing Agency, Bristol, UK](#)

- Supported the execution of marketing campaigns for clients across various industries
- Managed social media accounts, increasing follower engagement by 40%
- Assisted in event planning and coordination for product launches and industry conferences
- Conducted market research to identify industry trends and competitor activities

EDUCATION

Master of Science in Marketing

2015 - 2017

[University of Manchester, UK](#)

Dissertation: "The Impact of Social Media Marketing on Consumer Purchasing Decisions"

Graduated with Distinction

Bachelor of Arts in Business Studies

2012 - 2015

[University of Bristol, UK](#)

SKILLS

Professional Skills



Technical Skills



LANGUAGES

<div>English</div> <div>Native</div>
<div>French</div> <div>Advanced (C1)</div>
<div>Spanish</div> <div>Intermediate (B1)</div>

CERTIFICATIONS

- Google Analytics Individual Qualification (GAIQ) - 2022
- HubSpot Content Marketing Certification - 2022
- Facebook Blueprint Certification - 2021
- Chartered Institute of Marketing (CIM) Professional Certificate - 2020
- Google Ads Search Certification - 2019

ACHIEVEMENTS & AWARDS

- Marketing Excellence Award - Global Innovations Ltd. (2023)
- Best Digital Campaign - UK Marketing Awards (2022)
- Top Performer Recognition - Bright Future Media (2020)
- Published article in Marketing Today magazine on "Leveraging AI for Marketing Automation" (2021)

REFERENCES

Mark Thompson
Marketing Director

Global Innovations Ltd.

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Dr. Eleanor Wright

Head of Marketing Department

University of Manchester

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