

SARAH JOHNSON

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PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 7+ years of experience developing and executing successful multi-channel marketing campaigns. Proven track record of increasing brand awareness, driving customer engagement, and achieving marketing KPIs. Strong team leadership skills with experience managing cross-functional teams and marketing budgets.

WORK EXPERIENCE

SENIOR MARKETING MANAGER

ABC Brands, New York, NY | June 2019 - Present

- Developed and implemented comprehensive marketing strategies resulting in 35% increase in brand awareness and 28% growth in customer acquisition
- Managed a team of 5 marketing specialists and a \$1.2M annual marketing budget
- Led digital marketing campaigns across social media, email, and content platforms, achieving 42% increase in engagement and 23% growth in conversion rates
- Conducted market research and competitor analysis to identify trends and opportunities, resulting in successful product launch campaigns
- Collaborated with sales team to align marketing efforts with sales goals, contributing to 18% increase in quarterly revenue

MARKETING SPECIALIST

XYZ Corporation, Chicago, IL | August 2016 - May 2019

- Created and managed social media marketing campaigns that increased follower engagement by 45%
- Developed email marketing strategies that improved open rates by 32% and click-through rates by 27%
- Implemented SEO/SEM strategies resulting in 50% increase in organic traffic and 35% increase in qualified leads
- Analyzed marketing metrics and prepared detailed reports for senior management
- Assisted in budget planning and resource allocation for marketing initiatives

MARKETING COORDINATOR

Global Marketing Solutions, Chicago, IL | July 2014 - July 2016

- Supported execution of marketing campaigns across multiple channels
- Maintained social media presence and content calendar
- Assisted with market research and competitive analysis
- Helped organize marketing events and trade shows
- Created marketing materials and presentations

EDUCATION

MBA, Marketing Concentration

Northwestern University, Evanston, IL | 2016

Bachelor of Science in Business Administration, Marketing

University of Illinois, Urbana-Champaign | 2014

SKILLS

- Digital Marketing (Social Media, Email, Content)
- Brand Management
- Marketing Strategy Development
- Campaign Management
- Market Research & Analytics
- Budget Management
- Team Leadership

- SEO/SEM

- Content Marketing
- Communication & Presentation

CERTIFICATIONS

- Google Analytics Certification
- HubSpot Inbound Marketing Certification
- Facebook Blueprint Certification