

Janice Terpin Johnson



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HARD SKILLS

User Research
User Personas
Prototyping
Wireframes
User Testing
Web Design
Presentations
Digital Data Analytics
Digital Marketing

SOFT SKILLS

Effective Communication
Leadership & Collaboration
Empathy
Human Center Design
Problem Solving
Critical Thinking

TOOLS

Figma
Adobe Analytics
Adobe Creative Suite
Marvel
HTML/CSS

PROFILE

Solution Consultant – Passionate about continuous improvement

I am passionate about applying my digital data and marketing experience with my creativity, empathy, and solution-finding mindset into my work. I continuously seek to create better user experiences for everyone, everywhere.

PROFESSIONAL EXPERIENCE

January 2017 – April 2022

Digital Data Leader

Vanguard, Malvern, PA

- **Lead digital measurement strategy** to ensure quality insights on audience engagement of web, social, email and paid media. Collaborate with business partners to define KPIs, ensure marketing technologies have the necessary integrations, and apply best practices.
- **Head a data and technology team** creating lead generation solutions to advance our digital transformation of engagement scoring and data integrations for CRM, web and email until the enterprise marketing technology updates are fully implemented.
- **Lead division collaboration** on enterprise global solutions for marketing technologies to ensure the department's marketing transformation needs are being met.
- **Developed strategy and led the execution of a tailored curriculum** for the department's Analytical Learning & Development program to increase analytical acumen, including Test & Learn Class, Adobe Analytics Workshop, Foundational & Insights Dashboards Workshops, and weekly Office Hours.

July 2016 to January 2017

Digital Marketing Consultant

Wunderman

Led global email team executing 40-70 deliveries per week in multiple languages for a global travel industry leader using Adobe Campaign.

November 2015 to June 2016

Solutions Consultant

Lima Consulting Group

Partnered with clients to deliver analytics, SEO, and campaign implementation. Responsibilities included creating analysis and insights reports with recommendations of content to publish based on research, seasonality, and past results; developing and implementing inbound marketing campaigns to attract potential clients.

November 2013 to October 2015

Digital Marketing Specialist

KBM Group

Managed multiple clients' email marketing campaigns. Responsibilities included writing HTML for email, creating and implementing test campaigns, and managing live deployments.

- Reverse-engineered a new client's existing Responsys campaign for deployment and established more efficient methods for future campaigns. There was no documentation on how the complex campaign initially functioned. The campaign used over 90 driving HTML templates to display 200+ monthly offer modules across 5 languages and was driven by a distribution list of over 8 million records.
- Transformed the campaign process with a design team to reduce the number of templates to 8 and still accommodate the 5 languages and 200+ offer modules using supplemental tables and dynamic content.

CERTIFICATIONS

Certified Expert **Adobe Analytics**
Business Practitioner
Certified Expert **Adobe Campaign**
Business Practitioner
HubSpot Inbound Marketing
seoClarity Certified User

EDUCATION

Career Foundry
UX Design; Web Development
University of Notre Dame
BBS, Management Information
Systems
Andersen Consulting Professional
Training over 500 hours

January 2009 to August 2013

Email Campaign Strategist

SEI

Executed advanced email campaign planning and operations; implemented email best practices; ensured clear content and layout; resolved application issues; provided support and training for each of the business units; HTML and basic Photoshop editing.

Managed the marketing email service application, Responsys, for SEI Corporate and its 5 business groups across a global market.

VOLUNTEER LEADERSHIP ROLES

Eighteen years in active volunteer leadership positions in five organizations:

- **Email Specialist** | DMAX Foundation - Philadelphia, PA
- **Board Member, Producer, Director** | Spring-Ford Community Theater - Royersford, PA
- **Organization Co-Chair; Committee Chair; Fundraiser Chair; Decorating Chair** | Spring-Ford Post Prom - Royersford, PA
- **President, Vice President, Yearbook and Various Committee Chairs** | Brooke Elementary Home & School Association - Royersford, PA
- **Advancement Chairperson** | Cub Scout Pack 231 - Royersford, PA