

Alex Johnson

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PROFESSIONAL SUMMARY

Data-driven marketing strategist specializing in performance optimization, marketing analytics, and ROI-focused campaigns. Expert in leveraging data insights to drive growth and maximize marketing efficiency across digital channels.

CORE COMPETENCIES

Analytics: Google Analytics, Tableau, SQL, A/B testing, funnel optimization **Platforms:** Google Ads, Facebook Ads Manager, HubSpot, Salesforce **Technical:** Marketing automation, CRM management, attribution modeling **Skills:** Performance reporting, conversion rate optimization, budget management

PROFESSIONAL EXPERIENCE

BrandWorks Agency | Senior Marketing Manager | New York, NY | 2022 - Present

- Optimized digital ad campaigns achieving 40% reduction in customer acquisition cost
- Built comprehensive analytics dashboards tracking KPIs across all marketing channels
- Conducted A/B testing program improving email conversion rates by 35%
- Analyzed customer journey data to identify and eliminate friction points in sales funnel

GrowthHub Digital | Marketing Specialist | Brooklyn, NY | 2019 - 2022

- Executed email marketing campaigns to database of 50K+ subscribers
- Managed social media presence across 5 platforms with combined following of 200K+
- Collaborated with sales team to develop lead nurturing workflows
- Tracked marketing performance metrics and generated weekly reports
- Implemented UTM tracking system for comprehensive campaign attribution
- Identified underperforming channels and reallocated budget for 25% efficiency gain

TrendSetters Media | Marketing Coordinator | New York, NY | 2018 - 2019

- Supported marketing initiatives for SaaS product serving 10K+ business customers
 - Managed content calendar and scheduled posts across social media platforms
 - Assisted with event planning and execution for trade shows and webinars
 - Maintained marketing database and CRM hygiene for accurate reporting
 - Generated monthly analytics reports on website traffic and campaign performance
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EDUCATION

Bachelor of Arts in Marketing New York University, New York, NY | Graduated 2018

CERTIFICATIONS

- Google Analytics Individual Qualification (GAIQ)
- Google Ads Certification
- HubSpot Content Marketing Certification