

# Alex Johnson

New York, NY | (555) 987-6543 | alex.johnson@email.com | portfolio.alexjohnson.com

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## PROFESSIONAL SUMMARY

Creative marketing professional with 6+ years crafting compelling brand narratives and visual campaigns. Skilled in content creation, social media strategy, and storytelling that drives engagement and builds lasting customer connections.

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## CORE COMPETENCIES

**Creative:** Brand storytelling, copywriting, visual design, video production **Platforms:** Adobe Creative Suite, Canva, Figma, Final Cut Pro **Social Media:** Instagram, TikTok, LinkedIn, YouTube content strategy **Skills:** Campaign conceptualing, influencer partnerships, content calendars

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## PROFESSIONAL EXPERIENCE

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

- Developed brand identity and creative campaigns for 12+ B2C clients across tech and lifestyle sectors
- Produced engaging social media content generating 2M+ impressions monthly
- Led creative team of 4 in conceptualing and executing integrated marketing campaigns
- Managed influencer partnerships driving 150% increase in brand mentions

### 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
- Designed branded templates, graphics, and video content for social channels
- Wrote compelling copy for ads, landing pages, and email campaigns
- Launched company blog generating 30K monthly organic visitors

### 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
  - Created visual assets for email campaigns achieving 22% average open rate
  - Produced case study videos featuring customer success stories
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## EDUCATION

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

## **AWARDS**

- 2023 AdWeek Creative Excellence Award - Social Media Campaign
- Best Brand Storytelling, NY Marketing Awards 2022