

Alex Johnson

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PROFESSIONAL SUMMARY

Results-oriented marketing professional with comprehensive experience in digital strategy, content creation, and campaign management. Proven ability to drive brand awareness and customer acquisition through integrated marketing initiatives.

CORE COMPETENCIES

Digital Marketing: SEO/SEM, email marketing, social media, content marketing **Tools:** Google Analytics, HubSpot, Mailchimp, Hootsuite, WordPress **Strategy:** Campaign planning, audience targeting, competitive analysis **Skills:** Project management, cross-functional collaboration, vendor management

PROFESSIONAL EXPERIENCE

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

- Managed multi-channel marketing campaigns for diverse client portfolio
- Coordinated between creative, analytics, and account teams to deliver integrated strategies
- Increased client retention rate to 92% through consistent results and communication
- Developed and presented quarterly marketing performance reports to C-level stakeholders

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

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
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EDUCATION

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