

# 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.

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## 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

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## 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