

Sarah Johnson

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Objective

Dedicated marketing professional with 4 years of experience in digital marketing and content creation. Looking to contribute my skills to a dynamic team.

Professional Experience

Digital Marketing Specialist

Bright Ideas Co., Austin, TX

April 2020 – Present

- Managed social media campaigns and increased brand awareness by 35%.
- Developed and executed content strategies that improved organic search rankings.
- Analyzed marketing data to measure campaign effectiveness and ROI.

Content Creator

Freelance, Austin, TX

June 2016 – March 2020

- Created blog posts, articles, and social media content for various clients.
- Managed multiple content calendars and ensured timely delivery of content.
- Built a personal brand with over 10,000 followers on social media.

Education

Bachelor of Arts in Communications

University of Texas, Austin, TX
Graduated May 2016

Skills

- SEO, SEM
- Content Management Systems (WordPress, Joomla)
- Google Analytics, AdWords
- Social Media Marketing (Facebook, Instagram, Twitter)

Interests

- Traveling, Cooking, Yoga