

ELLEN JOHNSON

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Summary

Motivated Digital Marketing Manager with over 3 years of experience in driving user acquisition and growth through strategic paid campaigns. Expert in data analysis, creative optimization, and cross-functional collaboration to achieve business objectives. Proven track record of scaling campaigns and enhancing ROI.

Reading, Hiking, Photography

Professional Experience

Senior Digital Marketing Specialist

Tech Innovate | 01/2022 - Present

- Led the development and execution of comprehensive digital marketing campaigns across Meta, Google, and TikTok, increasing user acquisition by 45% within 12 months.
- Managed a \$500K quarterly budget for paid acquisition channels, optimizing spend for a 30% improvement in ROAS.
- Implemented advanced targeting and retargeting strategies that reduced CPA by 20%, while increasing conversion rates by 15%.

Education

Master of Science in Marketing Analytics

University of California, Berkeley | 01/2015 - 01/2017

Relevant coursework in strategic finance and operations management.

Skills

Data Analysis, Paid Acquisition, Retargeting, ROAS Optimization, Cross-Functional Collaboration, Google Analytics, Looker, AppsFlyer, Meta Advertising, Google Ads, TikTok Ads, Snapchat Ads, SQL

Hobbies