

# ELLEN JOHNSON

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## Personal Details

**Job Title:** Marketing Manager

**Location:** Los Angeles, CA

**Nationality:** American

**Birth Date:** 1990-01-01

**Gender:** Female

## 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%.

## Skills

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

## Languages

Language	Reading	Writing	Conversation
English	Fluent	Advanced	Fluent
Spanish	Intermediate	Basic	Conversational

## Key Achievements

### Increased Sales by 20%

Successfully increased sales figures by 20% within the first quarter.

### Improved Customer Satisfaction

Enhanced customer satisfaction through strategic service improvements.

### Reduced Operational Costs

Implemented cost-saving measures that significantly reduced operational expenses.

## 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.

## Education

### Master of Science in Marketing Analytics

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

Relevant coursework in strategic finance and operations management.

## Hobbies

Reading, Hiking, Photography

## Courses

### Marketing Strategy

Advanced marketing strategy course by renowned industry experts.

### Financial Analysis

Comprehensive course on financial analysis and investment strategies.