

MICHAEL JOHNSON

Chicago, IL | mjohnson@email.com | (555) 789-1234 | linkedin.com/in/mjohnson

SUMMARY

Creative yet analytical Senior Brand & Content Marketing Manager with 8 years harnessing storytelling and performance data to expand brand equity and demand for SaaS and fintech products. Proven track record in leading global campaigns and building high-impact content engines.

EXPERIENCE

Senior Brand & Content Marketing Manager

FinSight Technologies, Chicago, IL (Hybrid)

Apr 2020 – Present

- Launched brand refresh recognized by AdWeek; increased unaided brand recall from 12% to 29%.
- Built content hub driving 45% of organic traffic and 1,000+ monthly demo requests.
- Managed \$600K annual budget and team of 4 writers, 2 designers, and external PR agency.
- Collaborated with Product Marketing to develop positioning for new SMB product tier, fueling 33% segment growth.

Content Marketing Manager

CloudLink, Austin, TX

Sep 2015 – Mar 2020

- Produced long-form thought leadership assets resulting in 2,500+ MQLs per quarter.
- Optimized content distribution through LinkedIn & Medium, increasing readership 3x.
- Implemented SEMrush keyword strategy that lifted blog traffic 60% YoY.

EDUCATION

MBA – Brand Management

University of Chicago Booth School of Business – 2015

Bachelor of Science – Journalism

Northwestern University – 2011

CERTIFICATIONS

- Content Marketing Institute Certified – 2023
- Google Analytics Certification – 2022
- Pardot Specialist – 2021

TECHNICAL SKILLS

Content Tools: SEMrush, Ahrefs, WordPress, HubSpot CMS | Campaigns: Brand, Content Syndication, Webinar, Influencer | Metrics: Engagement, SQL, Pipeline, Share of Voice | Leadership: Team Building, Agency Management, Agile, OKRs

PROJECT HIGHLIGHTS

- Orchestrated fintech podcast series ranking top 50 on Apple Finance within 8 weeks.
- Designed interactive ROI calculator used by 60%+ of qualified leads.

LANGUAGES

English (native), Spanish (conversational)