

# Michael Johnson

*Marketing Specialist*

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## Professional Summary

Creative and results-driven marketing specialist with 6 years of experience in digital marketing. Skilled in SEO, content marketing, and social media management. Proven track record of increasing brand awareness and engagement.

## Work Experience

### Marketing Manager

*Creative Agency, 2021 - Present*

- Developed and executed marketing campaigns to drive traffic and sales.
- Managed social media accounts and increased followers by 30%.
- Conducted market research to identify new opportunities.

### Marketing Coordinator

*Tech Innovators, 2015 - 2021*

- Assisted in the planning and execution of marketing campaigns.
- Created content for blogs, social media, and email newsletters.
- Analyzed campaign performance and provided recommendations for improvement.

## Education

Bachelor of Arts in Marketing

University of Sometown, 2015

## **Skills**

SEO, Content Marketing, Social Media Management, Google Analytics, Adobe Creative Suite

## **Certifications**

Google Analytics Certified

## **Projects**

- Launched a successful influencer marketing campaign that increased brand awareness by 20%.
- Developed a content strategy that boosted organic traffic by 40%.

## **Languages**

English (Fluent), German (Conversational)