

SARAH JOHNSON

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EXECUTIVE SUMMARY

Senior marketing leader with 2+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Social Media Marketing	Instagram	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Marketing Director

Salesforce | 2022 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1104+ employees
- Delivered \$10M+ in annual revenue growth through strategic social media marketing implementations
- Built and led global teams of 28 professionals across 4 countries
- Reduced operational costs by 22% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Management | University of Stockholm | 2019

Bachelor of Science in Communications | University of Stockholm | 2017

Professional Certifications:

- Google Ads Certified
- Facebook Blueprint Certified