**Emily Johnson**  
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Location: Los Angeles, USA

**Professional Summary**

Creative and data-driven Marketing Manager with 5+ years of experience in digital marketing, brand strategy, and customer engagement. Passionate about driving business growth through innovative campaigns and data analytics.

**Education**

**Master of Business Administration (MBA) – Marketing**  
University of California, Los Angeles (UCLA)  
Graduated: 2021

**Technical Skills**

**Digital Marketing:** SEO, SEM, PPC, Google Ads, Facebook Ads  
**Content Marketing:** Copywriting, Blogging, Email Campaigns  
**Analytics & Tools:** Google Analytics, HubSpot, SEMrush, Ahrefs  
**Social Media Marketing:** LinkedIn, Instagram, TikTok, Twitter  
**Brand Management:** Market Research, Strategy, Customer Retention

**Projects**

**Social Media Growth Strategy for E-Commerce Brand**

* Increased social media engagement by 120% through targeted campaigns.
* Implemented an influencer marketing strategy, leading to a 35% increase in conversions.

**SEO Optimization for SaaS Company**

* Improved website ranking, achieving a 200% increase in organic traffic.
* Developed high-quality content and backlinking strategies.

**Work Experience**

**Marketing Manager**  
XYZ Digital Solutions, Los Angeles | 2021 – Present

* Led a team of 10 marketers to execute multi-channel campaigns.
* Boosted brand awareness by 40% through data-driven strategies.
* Managed an annual marketing budget of $500K, optimizing ROI.

**Certifications**

* Google Analytics Certified (2023)
* HubSpot Inbound Marketing Certification (2022)

**Extracurricular Activities**

* Guest Speaker at Digital Marketing Conferences
* Mentor for startups in branding and digital strategy
* Volunteer for community business development programs

**Soft Skills**

* Strong leadership and team collaboration
* Excellent communication and public speaking
* Creative problem-solving and adaptability