

Michael Johnson

Email: michaeljohnson@example.com | Phone: (555) 123-4567 | Website: michaeljohnson.com

Location: Austin, TX

Summary:

Results-driven Digital Marketing Manager with 7+ years of experience in SEO, PPC, and social media marketing. Proven track record in driving website traffic and increasing ROI.

Skills:

- SEO & SEM: Google Ads, Facebook Ads, Keyword Research
- Content Marketing: Blogging, Email Marketing, Copywriting
- Analytics: Google Analytics, A/B Testing, Conversion Optimization
- Tools: HubSpot, Salesforce, WordPress

Experience:

Digital Marketing Manager | GrowthHackers | 2020 - Present

- Managed a \$500K PPC budget, increasing lead conversion by 45%.
- Optimized SEO strategy, leading to a 60% increase in organic traffic.

Marketing Specialist | BrandBoost | 2016 - 2020

- Created data-driven marketing campaigns that boosted customer engagement by 30%.
- Implemented automation tools, reducing manual work by 50%.

Education:

B.A. in Marketing | University of Texas at Austin | 2016