



# Amy Johnson

Digital Marketing Manager

## Details

### Address

1515 Pacific Ave  
Los Angeles, CA 90291  
United States

### Phone

3868683442

### Email

email@email.com

### Place of birth

San Antonio

### Driving license

Full

## Links

Twitter

LinkedIn

## Skills

### Content Strategy



### Online Strategy



### Content Creation



### Optimizing Website Structures



### Campaign Management



### Mobile Advertising



## Profile

Digital Marketing Manager with five years' hands-on experience for upcoming online publisher and looking for a more senior position. Top graduate of BS in Marketing at the University of Pittsburgh, courses in e-commerce, force management, and consumer behavior. Part of the planning and executing of digital marketing campaigns. Strong expertise in pricing strategies to attract potential customers, a strong focus on the client relationship, and an excellent retention rate. Passion for acquisition strategies and SEO. I work independently but also in a team.

## Employment History

### Digital Marketing Manager, Blue Glamour


Nov 2020 – Present Arica

Optimized lead-to-customer conversion rate, which increased sales by 110% in just over six months.

- Manages digital marketing department and operations.
- Ensure marketing effectiveness by identifying goals for the long and short-term.
- Recruits, manages, and develops staff in the digital marketing department.
- Plans and executes all web, SEO database marketing, email campaigns, social media, and display advertising.
- Understand customer behavior by using analytical tools and thinking.
- Enhance brand awareness.
- Drive digital traffic and manage the acquiring of leads.
- Responsible for growing social media presence.
- Optimize social media presence
- Manage and oversee social media accounts, making sure that content, display, and design are consistent.
- Drives performance on all campaigns concerning ROI.
- Ongoing market research to investigate trends, customer behavior, and to gain industry insight.
- Ensure the optimization of funds spent.
- Email marketing- oversee databases, writing, and answering emails. Give guidance to the team.
- Working together with departments and teams and brainstorming innovative growth strategies by collaborating with marketing, promotions, and sales departments.
- Marketing Managers oversee PPC campaigns and regularly have to monitor ROI scores from conversions received.
- Optimize landing pages.
- In-depth website analysis.



## Digital Marketing Manager, Purple Swan Media


Jan 2015 – Dec 2019  New Port Richey

*Wrote a blog for SEO purposes as part of a new product launch, which generated a monthly organic visitor growth of 200%.*

- Deliver an effective content marketing strategy to meet business goals and objectives.
- Responsible for the creation of all content to be presented in blogs, posts, white papers, online newsletters, websites, and digital brochures.
- Measure the drive traffic, engagement, and leads regularly and consistently.
- Receive customer feedback and increase customer engagement.
- Manage the planning of storylines, and give guidance in content outline and graphics.
- Adapt content of marketing channels in a way that reflects optimum alignment to algorithms and by doing so, can increase traffic and search engine rankings.
- Manage the copywriting of team members.
- Create a social media marketing strategy and manage creating content, copywriting, budget planning, and implementing schedules and timeframes.
- Exploit all digital marketing aspects of social media to gain audience engagement and website traffic, and revenue.
- Oversee the scheduling of posts across all social media platforms.
- Approve and edit content where necessary.
- Research strategies to create content that is best suited for the target audiences and potential customers.
- Analyze what the effects are of your digital marketing campaigns on the customers. For instance, how do they react and do they engage?
- Responsible for tracking and monitoring campaigns' performance by monitoring open rates, unsubscribe requests, and delete actions by clients and visitors.
- Implement tools to answer client requests and questions as soon as possible and in a standardized manner.


## Education

### Santa Clara University, MBA

Nov 2020 – Present  Santa Monica

- Emphasis: Marketing Concentration, Digital Marketing, and e-Commerce

### Rutgers Business School, Master's Degree of Science in Digital Marketing

Jan 2017 – Dec 2019  Newark

- Main Course Curriculum: Marketing Research and Consumer Behavior