



Amy Johnson

Digital Marketing Manager

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↪ [Twitter](#), [Linkedin](#)

Place of birth

San Antonio

Driving license

Full

Skills

Content Strategy

Online Strategy

Content Creation

Optimizing Website
Structures

Campaign Management

Mobile Advertising

Financial Planning

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, Arica

November 2020 — Present

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, New Port Richey

January 2015 – December 2019

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

MBA, Santa Clara University, Santa Monica

November 2020 – Present

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

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

January 2017 – December 2019

- Main Course Curriculum: Marketing Research and Consumer Behavior