

AMY JOHNSON

DIGITAL MARKETING MANAGER

DETAILS

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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

● ● ○ ○ ○

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

Nov 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

Jan 2015 — Dec 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

Nov 2020 — Present

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

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

Newark

Jan 2017 — Dec 2019

- Main Course Curriculum: Marketing Research and Consumer Behavior