

EMILY JOHNSON

CONTENT MARKETING SPECIALIST

CONTACT

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SUMMARY

Highly skilled Content Marketing Specialist with 3+ years of experience in creating and implementing effective content marketing strategies. Proven track record of driving brand awareness and lead generation through high-quality content creation and social media management. Strong technical skills in SEO optimization, Google Analytics, and project management.

SKILLS

- Content Marketing
- Social Media Marketing
- Writing and Editing
- Project Management
- Team Collaboration
- SEO Optimization
- Google Analytics

EDUCATION

Bachelor's Degree Jun 2018
University of California, Los Angeles
Los Angeles, CA
Marketing 3.5

LANGUAGES

English Native
Spanish Fluent

CERTIFICATES

HubSpot Content Marketing Certification
2020
HubSpot
Certified in content marketing strategy and creation

EXPERIENCE

Content Marketing Specialist Jan 2020 - Present
ABC Marketing Agency New York, NY
Develop and implement content marketing strategies to drive brand awareness and lead generation

- Created and published 20+ blog posts per month, resulting in a 30% increase in website traffic
- Managed and grew social media presence by 50% in 6 months, engaging with 10,000+ followers
- Collaborated with cross-functional teams to launch 5 successful marketing campaigns, resulting in a 25% increase in sales

Content Creator Jun 2018 - Dec 2019
DEF Media Company Los Angeles, CA
Produced high-quality content for various clients, including blog posts, social media posts, and video scripts

- Wrote and edited 50+ articles per month, resulting in a 20% increase in client engagement
- Developed and implemented a content calendar, increasing content production by 30%

PROJECTS

Content Marketing Campaign Mar 2020 - Jun 2020
Content Marketing Specialist
Developed and implemented a content marketing campaign for a client, resulting in a 50% increase in sales
Google Analytics • Adobe Creative Cloud

Blog Post Series Jan 2019 - Mar 2019
Content Creator
Created and published a series of 10 blog posts on content marketing, resulting in a 20% increase in website traffic
WordPress • SEO optimization