



# SARAH JOHNSTON

## Marketing Manager

Experienced Strategic Marketing Manager with a proven track record in SEO, content marketing, and demand generation. Expertise in driving results for Consumer Packaged Goods (CPG) and high-growth startups. Leveraging a deep understanding of market dynamics and consumer behavior, excels in consistently delivering outstanding ROI through data-driven strategies. Adept at optimizing online presence, consistently increasing web traffic and conversion rates.

## Contact

### Phone

555-555-5555

### Email

Sarah@Briefcasecoach.com

### Address

Durham, NC

## Education

2007

**BA Journalism**

University of Georgia

2009

**Masters in Speech Rhetoric**

William and Mary

## Expertise

- Story branding
- SEO
- Content marketing
- Data analytics
- User Flows
- Process Flows

## Language

English

Spanish

## Experience

○ 2019 - 2023

Radical Marketing | Durham, NC

### Demand Generation Marketing Manager

- Amplified lead generation efforts, achieving a remarkable 20% year-over-year increase in leads, bolstering the sales funnel and revenue potential.
- Implemented data-driven analytics to meticulously measure and evaluate performance, enabling data-backed decision-making that optimized marketing strategies and boosted ROI.
- Fostered a collaborative environment by working closely with sales and marketing teams, effectively aligning their efforts for a seamless, customer-centric approach that maximized lead generation and conversion rates.

○ 2017 - 2019

Swift Company | Columbus, OH

### Content Marketing Coordinator

- Spearheaded comprehensive inbound marketing strategies to fortify brand identity and enhance online presence through the creation and strategic distribution of multimedia content.
- Achieved remarkable results by securing a 35% boost in organic search traffic, substantially improving Google page rank.
- Orchestrated a strategic campaign that resulted in the acquisition of 20,000 valuable email sign-ups, further expanding the brand's reach and influence within the online community.

○ 2015 - 2017

Edieleman | New York, NY

### Public Relations Analyst

- Assisted in the internal education efforts by providing valuable insights into market trends, product features, and communication policies, ensuring the team's awareness of critical updates.
- Collaboratively contributed to various communications projects, playing a key role in drafting press releases, website news content, event/product information materials, and industry plans in alignment with established guidelines.
- Supported the communication needs of corporate clients such as Coca-Cola, Deloitte, and Peloton.

## Reference

### Betty Merlin

Manager, Swift Company

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### Jim Franks

Manager, Edieleman

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