

Amina Johnson

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SUMMARY

Dynamic and results-driven Senior Content Marketing Manager with over 8 years of experience in developing and implementing successful content strategies. Proven track record of increasing brand awareness and driving traffic through innovative digital marketing campaigns.

EXPERIENCE

Senior Content Marketing Manager

Jan 2022 - Present

Creative Solutions Inc., Austin, TX

- Increased organic website traffic by 60% year-over-year through targeted SEO strategies and content optimization.
- Led a content strategy overhaul that boosted engagement rates across social media platforms by 45%
- Managed a team of 6 content creators and implemented an agile workflow, reducing project turnaround time by 30%.

Content Marketing Strategist

Jun 2018 - Dec 2021

Digital Innovators LLC, Dallas, TX

- Developed and executed a content marketing plan that generated \$500K in new revenue within the first year.
- Utilized A/B testing to optimize email campaigns, resulting in a 25% increase in open rates and a 15% boost in conversion rates.
- Collaborated with product teams to create impactful product launch content, leading to a successful launch and a 20% increase in initial sales.

Content Writer

May 2015 - May 2018

Global Brands Corp., Houston, TX

- Produced high-quality content for web and print, contributing to a 40% increase in brand recognition.
- Implemented a content calendar that improved workflow efficiency and content delivery timelines by 50%.
- Conducted market research and audience analysis to tailor content, enhancing relevance and engagement.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Texas, Austin, TX • GPA: 3.7

SKILLS

Technical Skills: SEO Optimization, Content Strategy, Data Analysis, Social Media Marketing

Tools & Frameworks: Google Analytics, HubSpot, WordPress, Mailchimp