**Rachel Johnson**

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I have a passion for understanding consumer behavior and buying decisions through data analysis. Telling consumer’s stories through data is how I aim to help brands personalize messaging and create “wow” moments for their target audiences, resulting in stronger relationships with their consumers and increasing ROI.

**Areas of Expertise**

* A/B Testing
* Content Strategy
* Social Media Marketing
* Customer Experience
* Data Analysis
* Email Marketing
* Inbound Strategy
* Website Content Creation
* Google Analytics
* Facebook Insights
* CRM Database
* Google Ads

**Employment**

**Digital Marketing Specialist   
Scripps Health November 2018 – Present**

Reporting to the Digital Marketing Manager, executing paid marketing campaigns and optimizing for conversions.

* Analyze campaign data monthly for paid search and paid social for all 7 priority carelines
* Increase conversions of paid search and paid social campaigns using A/B testing
* Write and review messaging for digital media campaigns including SEM, social media, and display
* Increase landing page conversions by evaluating campaign landing pages and making optimizations

**eCommerce Consultant**

**The Guiding Spirit August 2018 – Present**

Collaborating with shop proprietor to launch and manage online retail shop.

* Write over 20 product descriptions including keywords to help products get found easily
* Create and utilize over 30 product categories and tags
* Conduct market research on primary target market to help inform Facebook ad copy and placements

**Social Media Strategist (Volunteer)**

**Universal Heritage Research Center June 2018-August 2018**

Worked with the founder and project manager creating a comprehensive social media and content strategy.

* Researched digital behaviors of 3 target audiences
* Developed messaging and marketing materials aiding fundraising efforts to increase donations

**Marketing Specialist   
Dignity Health January 2018 – November 2018**

Reported to the Director of Marketing, executed paid marketing campaigns for the Southern California service area.

* Managed 4-6 special projects per month including collateral creation and website content management
* Developed content and design for brochures, advertisements, and landing pages
* Managed marketing vendors including 3freelance designers and 2 print vendors
* Reviewed ad copy and enhanced site links for Google Ad campaigns

**Marketing Consultant  
eCapital September 2017 – October 2017**

Reported to the VP of Marketing worked to execute digital marketing efforts.

* Evaluated digital marketing channels performing data analysis on social media and email channels
* Executed social media and marketing automation efforts including 4 lead nurturing campaigns
* Analyzed 3 client segments using Salesforce reports

**Marketing Specialist  
UNCLE Credit Union April 2015 – September 2017**Reported to the AVP of Marketing and primarily managed promotional campaigns and all digital channels: email, website, and social media.

* Spearheaded the website refresh project that is being recognized in the industry for web design and functionality
* Improved weekly email open rates by 2.50% through implementing strategies such as A/B testing and personalization
* Increased in fans on Facebook by 6% through content strategy
* Developed and executed 10-12 promotional campaigns, including concept creation, messaging, and analysis
* Executed timelines and deliverables for large multidimensional projects, such as a brand change
* Composed headlines and copy for weekly emails, promotions, social media posts, blogs, monthly E-newsletters
* Measured KPIs and reported findings to senior management from Facebook Insights and Google Analytics
* Facilitated requests from internal departments, resulting in an 80% satisfaction rating for the Marketing Department

**Social Media Strategist  
Nonni’s Bistro 2014 - 2015**

Worked with the restaurant owner and manager to promote Nonni’s Bistro on social media.

* Started Facebook and Instagram accounts in August 2014
* Curated content for weekly Facebook and Instagram posts
* Designed 3 graphics per week for social media posts
* Researched 3-5 relevant hashtags for use on social media channels

**Education**

**Marketing Management Certificate**

University of California, Santa Cruz Extension

**Bachelors of Science in Cognitive Science   
Bachelors of Arts in Literature and Cultures**

**Minor:** **Writing**

University of California, Merced

**Honors & Awards**

**CEO Spotlight October 2016**

This award given quarterly to a single employee, voted on by senior management, recognized my initiative in completing extra projects and tasks outside of my scope of work while continuing to prioritize current projects and ensure completion of corporate goals.

**Spot Bonus Award March 2017**

This award is given to employees who demonstrate extraordinary or admirable performance that goes beyond expected or required productivity. My organization recognized me for assuming and successfully performing an additional workload for a defined period of time.