

## **Terry L. Johnson**

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### **Performance Marketing Manager | Data-Driven Growth Strategist**

Experienced performance marketer with a proven track record in optimizing full-funnel acquisition across paid, organic, email, and content channels. Adept at analyzing channel performance, driving multi-channel ROI, and turning marketing analytics into actionable strategies. 10+ years in digital marketing with a deep focus on CRM automation, SEO, paid media, and reporting.

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### **Core Competencies**

- Multi-Channel Campaign Optimization (SEO, SEM, Email, Organic, Paid Social)
  - Performance Analytics & Funnel Reporting (GA4, Looker, Search Console)
  - CRM Systems (Zoho, Salesforce, HubSpot)
  - Budget Allocation & ROI Optimization
  - A/B Testing & Conversion Rate Optimization
  - Content Strategy & Demand Generation
  - Lead Scoring & Lifecycle Nurture Automation
  - Stakeholder & Cross-Team Communication
  - Marketing Ops & Campaign Workflow Design
  - Proficient in SQL and BigQuery for querying, cleaning, and analyzing large datasets to extract actionable insights.
  - Tradeshow & Event Planning | Cross-Functional Project Management | Vendor Coordination & Budget Oversight
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### **Professional Experience**

#### **Performance Marketing Lead**

**Spot-On Networks, LLC – North Haven, CT | Oct 2023 – Dec 2024**

**B2B SaaS | Managed Wi-Fi Solutions**

Owned full-funnel marketing performance across paid media, SEO, CRM/email, and web strategy. Delivered high-impact reports to executive leadership, informing budget allocation and GTM strategy. Scaled marketing programs based on real-time analytics and user behavior trends.

-  **Doubled Organic Search Traffic** in 3 months; increased engaged sessions by 114%
-  **Improved Paid Search ROI by 96%** through audience targeting and ad copy refinement
-  **Boosted email newsletter CTR by 2,200%** via segmentation, CTA revamp, and deliverability improvements
-  **Increased branded keyword impressions by 160%** and clicks by 66% using on-page SEO and backlink strategies
-  **Designed and maintained executive-facing MoM performance dashboards** using GA4 and CRM analytics
-  **Elevated homepage traffic by 42%** and sales page traffic by 30% through SEO, blog, and social distribution
-  **Generated a 266% increase in LinkedIn post engagement** using optimized video storytelling
- Managed marketing ops workflows and campaign automations in Zoho CRM
- Spearheaded launch of organic video content strategy with immediate 100% engagement rate
- Managed End-To-End tradeshow circuit with vendor selection and pipeline growth

**Social Media Manager**

**Urbizboost – Hartford, CT | Aug 2019 – Jun 2023**

**Marketing Agency |**

Managed organic and paid social campaigns with a focus on ROI and conversion uplift. Designed customer-centric campaigns and reported on platform KPIs across multiple clients.

- Increased engagement by 65% YoY using retargeting, keyword testing, and CTA analysis

- Built multi-client dashboards to evaluate content effectiveness, timing, and audience segments
  - Integrated paid social analytics with broader SEO and blog strategy to align messaging
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## **Marketing Manager**

**Teejaytrue** – Moreno Valley, CA | Nov 2014 – Oct 2019

- Launched product campaigns that exceeded revenue goals by 25%
  - Improved multi-channel ROI by 15% through segmentation and funnel optimization
  - Built the foundation for consistent cross-platform messaging and analytics
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## **Education**

**Central Connecticut State University** – Completed Coursework

**California State University San Bernardino** – Completed Coursework

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## **Certifications**

Google Data Analytics Professional Certificate (In Progress)  
Brand Leadership: Building Brand and Culture Certificate  
Email Marketing Professional Certificate  
Figma Essential Training Certificate

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## **Tools & Platforms**

Zoho CRM • Google Analytics (GA4) • Google Ads • SEMrush • LinkedIn Campaign Manager • Mailchimp • Meta Business Suite • WordPress • Canva • Hootsuite • Adobe Suite • Microsoft Office • Sharepoint