

Terry L. Johnson

Hartford, CT

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[LinkedIn](#) | [Portfolio](#)

Professional Summary

Experienced performance-driven marketer with over a decade of success leading digital campaigns, optimizing full-funnel marketing strategies, and driving measurable growth across B2B and eCommerce sectors. Adept at integrating SEO, paid media, CRM, content strategy, and analytics to generate revenue and pipeline growth. Known for aligning cross-functional teams, managing vendors, and translating complex data into actionable insights.

Core Skills & Competencies

- ◆ Full-Funnel Digital Campaigns (SEO, Paid Search, Email, Social)
- ◆ Paid Media Strategy (Google Ads, Meta, LinkedIn)
- ◆ Conversion Rate Optimization (CRO), A/B Testing
- ◆ CRM Systems: HubSpot, Zoho, Salesforce
- ◆ Email Automation: Mailchimp, AWeber, Constant Contact
- ◆ SEO Tools: SEMrush, Moz, Ahrefs
- ◆ Data & Reporting: GA4, BigQuery, SQL, Tableau, Looker
- ◆ Event & Tradeshow Marketing | Vendor Coordination
- ◆ Programmatic: Familiarity with StackAdapt & The Trade Desk

Tools & Platforms

- ◆ Advertising & Paid Media: Google Ads, Meta Ads, LinkedIn Campaign Manager, Bing Ads, Amazon Ads
- ◆ Analytics & Data: Google Analytics (GA4), Google Search Console, Looker, SEMrush, Ahrefs, Moz, Tableau, BigQuery, SQL, Hotjar
- ◆ CRM & Email Marketing: HubSpot, Zoho CRM, Salesforce, Mailchimp, AWeber, Constant Contact
- ◆ Design & Content: Adobe Creative Suite, Canva, Figma, WordPress / Elementor, Shopify
- ◆ Social Media & Management: Hootsuite, Buffer, Meta Business Suite, Instagram, Facebook, Twitter, LinkedIn, TikTok
- ◆ Productivity & Ops: Microsoft Office Suite, Google Tag Manager, Publisher Rocket, Kindlepreneur

Professional Experience

Inbound Marketing Specialist

Spot-On Networks, LLC – North Haven, CT

Oct 2023 – Dec 2024

- ◆ Led integrated marketing strategy spanning SEO, paid ads, CRM automation, and content—doubling organic traffic and improving paid ROI by 96%
- ◆ Increased email CTR by 2,200% through segmentation, CTA optimization, and list hygiene
- ◆ Developed GA4 and CRM-integrated dashboards, providing MoM performance reports to leadership
- ◆ Spearheaded launch of organic video content, generating 266% more LinkedIn engagement
- ◆ Managed tradeshow strategy end-to-end, enhancing lead quality and event ROI

Digital Marketing Manager / Growth Strategist

Urbizboost – Hartford, CT

Aug 2019 – Jun 2023

- ◆ Built multi-platform paid and organic campaigns, achieving a 52% increase in engagement
- ◆ Developed A/B tested landing pages, lifting conversion by up to 30%
- ◆ Integrated SEO with social and email to align messaging and improve audience reach
- ◆ Served SMB clients in wellness and local business sectors with tailored strategies

Ecommerce & Brand Marketing Manager

Teejaytrue – Moreno Valley, CA

Nov 2014 – Oct 2019

- ◆ Launched and scaled Shopify eCommerce brand; generated 4.2x ROAS through paid ads
- ◆ Built email list to 15K+ and achieved 18% average open rate using Klaviyo automation
- ◆ Managed influencer partnerships, copywriting, SEO, and product content

Freelance Projects

Amazon KDP Publisher

Ongoing

- ◆ Created and marketed 200+ titles, producing \$80K in revenue from \$10K ad spend
- ◆ Used data to guide metadata updates, cover testing, and keyword targeting

Certifications

- ✓ Email Marketing Certification
- ✓ Brand Leadership Certification

✅ Figma Essential Training Certification

🕒 Google Data Analytics (In Progress)

🎓 Education

- ◆ Central Connecticut State University – Coursework Completed
- ◆ California State University San Bernardino – Coursework Completed