



## Certifications

Google Data Analytics  
Professional Certificate

Email Marketing  
Professional Certificate by  
Intuit Mailchimp

Google Digital Marketing  
and ECommerce  
Professional Certificate

Google Project  
Management Certification

Generative AI Strategic  
Leader

Brand Leadership:  
Building Brand and Culture

Agile Foundations

Figma Essential Training

# Terry Johnson

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## EXECUTIVE SUMMARY

*Experienced performance marketer with a proven track record in optimizing full-funnel acquisition. 10+ years in digital marketing with a deep focus on CRM automation, SEO, paid media, and reporting. Adept at analyzing channel performance, driving multi-channel ROI, and turning marketing analytics into actionable strategies. Recognized for thriving in high-ownership environments and known for cross-functional collaboration and business impact.*

## EXPERIENCE

### Spot-On Networks –Marketing & Growth Strategy Lead (Inbound Marketing Specialist)

North Haven, CT (Hybrid) | 2023 – 2024

*Led company-wide marketing strategy as the sole marketer in a B2B SaaS environment, executing full-funnel initiatives across paid media, SEO, email, content, and events. Drove record-setting growth in traffic, lead quality, and engagement through data-first strategies and high-impact reporting to executive leadership.*

**Paid Media Strategy (Google Ads, Meta, LinkedIn)** Reversed declining paid search performance by achieving a 96% improvement in ROI through strategic A/B testing, audience targeting, and budget reallocation.

**SEO & Organic Growth Strategy** Drove a 103% increase in organic traffic and 114% growth in engaged sessions through technical audits, keyword targeting, and on-page optimization.

**CRM & Email Marketing Automation** Boosted email CTR by 2,200% through segmentation from near zero, CTA optimization, and deliverability enhancements using Mailchimp and Zoho CRM.

**Content & Brand Strategy** Created and managed SEO-optimized blogs, landing pages, and educational content; supported sales enablement through case studies and collateral.

**Analytics & Reporting (GA4, Zoho CRM, Looker)** Built integrated dashboards with GA4 and CRM data to provide MoM performance reporting to executive leadership.

**Tradeshow & Event Management** Led end-to-end tradeshow strategy, from booth design to post-event nurture, increasing lead quality and brand visibility.

## Education

University of the People  
B.S. Computer Science  
In Progress

Central Connecticut  
State University (English  
Composition) 2000-  
2001

California State  
University San  
Bernardino (School of  
Business, Marketing)  
2015-2016

## Urbizboost – Digital Marketing Manager / Growth Strategist

Hartford, CT | 2019 – 2023

*Served as a strategic growth partner for SMB clients, leading multi-channel campaigns that boosted engagement, conversions, and email performance. Applied CRO and audience targeting best practices to deliver measurable ROI across wellness and local service industries. Managed over \$100,000 in combined annual ad spend across multiple client accounts, optimizing campaigns to drive measurable ROI.*

**Paid Media & Social Campaigns** Increased engagement by 52% through strategic Meta and LinkedIn campaigns for wellness and local service clients.  
**Email Marketing & List Growth** Improved email CTR by over 40% with refined segmentation and A/B tested creative.

**Landing Page Optimization & CRO** Led design and testing of campaign-specific landing pages, lifting conversion by up to 30%.

**Strategy & Client Advisory** Served as a marketing advisor for SMBs, tailoring multi-platform campaigns to specific business objectives.

## Teejaytrue – Brand Marketing Manager

Moreno Valley, CA | 2014 – 2019

*Built and scaled a lifestyle brand from the ground up. Oversaw SEO, email automation, and creative strategy that drove subscriber and sales growth on limited resources.*

**Influencer & Content Marketing** Managed influencer relationships and email campaigns, growing list to 15K+ subscribers.

**SEO & Product Launches** Led SEO, product copy, and lifecycle campaigns from concept to delivery.

## Tools and Platforms

Google Ads, Meta Ads, LinkedIn Campaign Manager, Bing Ads, Amazon Ads, GA4, Search Console, SEMrush, Moz, Looker, Tableau, SQL, BigQuery, Hotjar, HubSpot, Salesforce, Zoho CRM, Mailchimp, Constant Contact, AWeber, Adobe Creative Suite, Canva, Figma, WordPress, Elementor, Shopify, Hootsuite, Buffer, Google Tag Manager, Publisher Rocket, Kindlepreneur.