



JANET JOHNSON

DIGITAL MARKETING PROFESSIONAL

CONTACT

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EDUCATION

ASSOCIATE OF APPLIED SCIENCE DEGREE IN DIGITAL MARKETING

*Emphasis in Adobe Visual Design, Advertising,
Social Media Marketing Strategy*

President's List Spring 2021, Fall 2021,
Spring 2022, Fall 2022, Spring 2023
Honor's Society 2021, 2022, 2023

Chippewa Valley Technical College
May 2023

TECHNICAL CERTIFICATE IN UNMANNED AERIAL SYSTEMS (DRONE)

Emphasis in Real Estate Aerial Videography

Chippewa Valley Technical College
August 2021

TECHNICAL CERTIFICATE IN DIGITAL MARKETING TECHNOLOGIES

Emphasis in Digital Audio & Video/Filming

Chippewa Valley Technical College
May 2022

TECHNICAL CERTIFICATE IN SOCIAL MEDIA

*Emphasis in Marketing Strategy, Campaigns &
Analytics*

Chippewa Valley Technical College
May 2023

COURSEWORK IN ADMINISTRATIVE ASSISTANT

*Emphasis in Business Management,
Accounting & Office Procedures*

Wisconsin Indianhead Technical College
1998-2000

PERSONAL STATEMENT

Ambitious and driven digital marketing professional with creative and high expectations of my skills. Hands-on experience of ten years in the digital marketing field, where I excel in visual design, project planning, social media marketing, video production, advertising, leadership, and organization.

PROFESSIONAL EXPERIENCE

Director of Marketing

Aug 2025 - Present

Housing Hub of Minnesota

Saint Paul, MN

- Lead all marketing strategy and execution across digital, print, and video channels for a fast-growing property management company, supporting lead generation, brand awareness, and portfolio growth
- Own and manage paid media strategy across Google Ads and Meta, including campaign structure, audience targeting, keyword expansion, and budget optimization
- Scale advertising performance to over 5.7M impressions, 87K+ clicks, and 88K+ conversions while maintaining an average \$0.15 cost per click and cost per conversion
- Increased website traffic by 127% and page views by 47% within seven months through SEO optimization, content strategy, and campaign alignment
- Drove 128% growth in social media followers while significantly increasing engagement through a strategic shift toward video-first and performance-driven content
- Expanded brand reach by consistently generating 70–80% of social impressions from non-followers, improving awareness and top-of-funnel growth
- Developed and optimized high-performing social content strategies, with video (Reels) driving up to 98% of engagement during peak campaign periods
- Continuously optimize campaigns using GA4, Google Tag Manager, and conversion tracking to improve lead quality and maximize ROI
- Build, test, and refine full-funnel marketing strategies, including search, display, Performance Max, and remarketing campaigns
- Develop and execute SEO strategies, including on-page optimization, keyword targeting, and content improvements to increase organic visibility and website traffic
- Oversee website performance, including UX improvements, landing page optimization, and conversion tracking implementation
- Create and manage email marketing campaigns and automation workflows in Mailchimp, targeting tenants and property owners to drive engagement and conversions
- Lead content strategy across social media platforms, including Facebook, Instagram, LinkedIn, and YouTube, aligning messaging with brand and campaign objectives
- Direct all creative production, including graphic design, video production, photography, and brand asset development
- Collaborate with executive leadership, sales, and operations teams to align marketing strategies with revenue goals and business priorities
- Manage marketing partnerships, sponsorships, and vendor relationships, including billing coordination and campaign execution across multiple channels
- Develop and maintain brand standards and internal marketing systems to ensure consistency and scalability across all initiatives
- Analyze performance data and deliver leadership-level reporting with actionable insights to guide strategic decision-making
- Design and manage company-branded merchandise while planning and executing internal and external company events to support brand engagement and team culture.

Key results in Q1 when starting at Housing Hub (Sept–Dec 2025):

- +1,141% increase in Google Ads impressions
- +127% increase in clicks
- +2,628% increase in conversions
- 40% reduction in average CPC
- 95% reduction in cost per conversion
- Google Ads now generates approximately 80% of new property owner leads
- Email newsletters now at a 0.37% unsubscribe rate

SKILLS

Creative & Design

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Canva, Art Direction, Branding & Visual Identity, Print & Digital Design, Typography & Layout Design, Motion Graphics, Presentation Design, Storyboarding, Photography & Drone Videography, Visual Storytelling, Image Retouching & Compositing, Production-Ready File Preparation, Large-Format Print Design, Brand Systems & Style Guides, Packaging Mockups

Digital Marketing

Digital Marketing Strategy, Full-Funnel Marketing, Lead Generation Strategy, Social Media Marketing, Paid Social Advertising, Google Ads & PPC Campaigns, SEO Strategy, Email Marketing & Automations, Content Strategy & Development, Campaign Planning & Optimization, Audience Targeting & Segmentation, Landing Page Optimization, Website Content Management, Website Editing & Optimization, Customer Lifecycle Marketing, Brand Development, Organic & Paid Campaign Integration

Analytics & Platforms

Google Analytics (GA4), Google Tag Manager, Meta Ads Manager, SEMrush, HubSpot, Mailchimp, KPI Tracking & Reporting, Conversion Tracking, Conversion Rate Optimization (CRO), Marketing Automation, CRM Management, AI Tools for Content Creation & Workflow Optimization, Performance Reporting, Data-Driven Decision Making, AI-Assisted Content Creation, AI-Driven Marketing & Design Workflows, AI-Powered Creative Optimization, Emerging Marketing Technologies, AI Integration for Creative Operations

Leadership & Operations

Creative Direction, Marketing Strategy Development, Team Leadership, Cross-Functional Collaboration, Project Management, Budget Management, Content Calendar Management, Vendor Coordination, Workflow & Systems Development, Strategic Planning, Multi-Channel Campaign Management, Stakeholder Communication, Team Mentorship & Training

Digital Marketing Manager

Hansen Real Estate Group & Hansen Auction Group

December 2023 - July 2025

Remote/Hybrid, WI

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives & create extensive design templates.
- Lead, mentor, and manage a high-performing marketing team consisting of eight digital marketers, fostering a collaborative and results-driven work environment.
- Collaborate daily with the Director of Marketing on upcoming digital marketing projects for the digital team of marketing professionals.
- Assign projects based on individual team members' skills and strengths, ensuring optimal productivity and job satisfaction. Manage 30 marketing processes for each separate auction, averaging 40 auctions per month.
- Provide guidance, support, and training to help team members develop their skills and advance their careers.
- Develop and execute digital marketing strategies, manage content creation, oversee social media, implement SEO and PPC strategies, analyze and report on campaign performance, manage email marketing campaigns, conduct online advertising, and collaborate with the sales team via Slack or Microsoft Teams.
- Marketing budgeting, including executing Facebook and Google paid advertising.

Senior Graphic Designer | Digital Marketing Strategist & Licensed Drone Pilot

Hansen Real Estate Group & Hansen Auction Group

June 2022 - December 2023

- Execute multiple design strategies and functions specific to real estate & auctions.
- Design, edit, and create various content using Adobe Photoshop, InDesign, and Premiere Pro according to planned relevant content & brand engagement.
- Draft, post, and manage social media across multiple platforms, including Facebook, Instagram, YouTube, Twitter, and TikTok.
- Create in-depth monthly content calendars. Compose and send email campaigns by uploading graphics and customer email lists.
- Compose seller interview video scripts & execute on set with film crew.

CERTIFICATIONS

Part 107 Commercial Drone Pilot Certification

Federal Aviation Administration • July 2021

Recreational UAS Safety Test (TRUST) Completion Certificate

Federal Aviation Administration • July 2021

Google Ads Display Certification

Google Ads Skillshop • November 2022

Google Search Ads Certification

Google Ads Skillshop • November 2022

Google Ads Video Certification

Google Ads Skillshop • November 2022

Google Analytics for Beginners Certification

Google Ads Skillshop • February 2022

Google Analytics Advanced Certification

Google Ads Skillshop • February 2022

SEO Training Certification

HubSpot • October 2022

Facebook Blueprint Certification

Keeping People and Businesses Safe on Facebook • September 2022

Social Media Ethics Training

Comply Social • May 2022

Video Marketing Certification

HubSpot • December 2022

Social Media Compliance Training

Comply Social • May 2022

Ad Policies for Content, Creative, and Targeting Certification

Facebook • November 2022

Create Facebook Ads Certification

Facebook • November 2022

Build Online Business Presence With a Facebook Page Certification

Facebook Meta Training • November 2022

Creator Academy Certificate

YouTube • November 2022

Choose Ad Placement, Budget & Schedule in Meta Ads Manager

Facebook Meta Training • September 2022

SEO Toolkit

Semrush • March 2023