



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

Creative and data-driven marketing leader with experience developing high-performing digital campaigns, scaling brand growth, and leading cross-channel marketing strategy across web, social, email, paid media, and creative production.

PROFESSIONAL EXPERIENCE

Director of Marketing

Aug 2025 - Aug 2026

Housing Hub of Minnesota

Saint Paul, MN

- Lead all marketing strategy and creative direction across digital, print, social media, email, web, and video channels for a fast-growing property management company.
- Manage paid media strategy across Google Ads and Meta, helping scale performance to 5.7M+ impressions, 87K+ clicks, and 88K+ conversions while significantly reducing cost per conversion.
- Increased website traffic by 127% and social media following by 128% through SEO improvements, content strategy, video-first campaigns, and conversion-focused marketing initiatives.
- Oversee website optimization, email marketing automation, content strategy, branding, and campaign development to support lead generation and business growth.
- Direct all creative production, including graphic design, video production, photography, branded content, and marketing asset development.
- Collaborate closely with executive leadership, sales, and operational teams to align marketing initiatives with revenue goals and long-term business strategy.
- Develop internal marketing systems, workflows, and brand standards to improve scalability, consistency, and campaign performance.

Digital Marketing Manager

December 2023 - July 2025

Hansen Real Estate Group & Hansen Auction Group

Remote/Hybrid, WI

- Led and mentored a remote marketing team of eight creatives and digital marketers in a fast-paced, high-volume environment.
- Oversaw digital marketing strategies across SEO, PPC, social media advertising, email marketing, and content campaigns supporting approximately 40 monthly auction and real estate campaigns.
- Directed paid advertising campaigns across Google Ads and Meta platforms, generating 5.7M+ impressions, 87K+ clicks, and 88K+ conversions while significantly reducing cost per conversion.
- Helped drive a 2,628% increase in conversions and a 40% reduction in average CPC through campaign optimization and audience targeting strategies.
- Improved workflow efficiency, project coordination, and creative consistency through strategic team leadership and marketing systems development.

Senior Graphic Designer | Digital Marketing Strategist & Licensed Drone Pilot

Hansen Real Estate Group & Hansen Auction Group

June 2022 - December 2023

- Developed and executed digital marketing campaigns across social media, email, web, video, and paid advertising channels for real estate and auction clients.
- Created branded marketing assets including social graphics, print materials, video content, email campaigns, and advertising creative using Adobe Creative Suite.
- Produced high-volume marketing content while maintaining brand consistency across multiple business divisions and campaigns.
- Managed social media strategy and content creation across Facebook, Instagram, TikTok, YouTube, and LinkedIn.
- Collaborated with marketing leadership and sales teams to support lead generation, audience growth, and campaign performance initiatives.

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, CSS

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

CERTIFICATIONS

Part 107 Commercial Drone Pilot Certification

Federal Aviation Administration • July 2021

Recreational UAS Safety Test (TRUST) Certification

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 Advanced Certification

Google Ads Skillshop • February 2022

Ad Policies for Content, Creative, and Targeting Certification

Facebook • November 2022

Facebook Ads Certification

Facebook • November 2022

AWARDS & RECOGNITION

Creative Photography Award (Aerial Drone Photography)

National Auction Association • Hansen Auction Group • 2025

Commercial Video Assets Award

National Auction Association • Hansen Auction Group • 2025

Company/Self Promotion on Social Media Award

National Auction Association • Hansen Auction Group • 2025

KEY ACHIEVEMENTS

Increased website traffic by 127%

through SEO improvements, content strategy, and conversion-focused marketing initiatives.

Managed digital campaigns generating 5.7M+ impressions, 87K

clicks, and 88K conversions across Google Ads and Meta platforms while maintaining an average of CPC of approx \$0.15.

Improved campaign performance by 2,268% in conversions

and reduced CPC by 95% through data-driven optimization and audience targeting strategies.

Increased social media following by 128% through video-first

content strategy, creative campaigns, and consistent audience engagement.

Improved Google Ads to generate approx. 80% of new

property owner leads through optimized paid media strategy and landing page performance.