



# JANET JOHNSON

CREATIVE MARKETING LEADER  
DIGITAL STRATEGY & BRAND GROWTH

## CONTACT

- Somerset, WI
- 715-567-0306
- [janetjohnson0204@gmail.com](mailto:janetjohnson0204@gmail.com)
- [www.janet-johnson.com](http://www.janet-johnson.com)
- [linkedin.com/in/janetjohnson3/](https://www.linkedin.com/in/janetjohnson3/)

## 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 - Present

*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.