

Johannah Jimmenez

Marketing Manager

✉ johannah.jimmenez@gmail.com

☎ (495) 354-8434

📍 4941 Stoney Lane, Baton Rouge, Louisiana 70817

Education

Bachelor of Science in Marketing at Louisiana State University

Aug 2013 - May 2017

Some skills I've learned are effective communication, teamwork, time management, and organization.

Links

[linkedin.com/in/johannahjimmenez](https://www.linkedin.com/in/johannahjimmenez)

Skills

Marketing

Advertising

Public Relations

Event Planning

Social Media Marketing

Market Research

Project Management

Languages

English

Arabic

Profile

I have over 5 years of experience in marketing management, with a focus on digital marketing. I have successfully launched and managed numerous online campaigns, resulting in increased web traffic and conversions. My skills include SEO, SEM, social media marketing, email marketing, and lead generation. I am also an expert in Google Analytics and other web analytics tools. In addition to my strong technical skills, I am also a strategic thinker with the ability to develop creative solutions to complex problems.

Employment History

Marketing Manager at Coca-Cola, LA

May 2022 - Present

- Led a team of 5 in executing a successful marketing campaign that increased sales by 25%.
- Researched and implemented new SEO strategies that resulted in a 20% increase in web traffic.
- Successfully negotiated discounts with vendors which saved the company \$10,000 over the course of 6 months.
- Worked with the design team to create an eye-catching layout for the company's website, resulting in a 10% increase in conversion rates.
- Wrote compelling copy for all marketing collateral including email campaigns, brochures and landing pages.

Assistant Marketing Manager at Pepsi, LA

Aug 2017 - Mar 2022

- Led a team of 4 in the development and execution of a successful social media marketing campaign that increased brand awareness by 25%.
- Ideated and implemented an innovative new email marketing strategy that boosted open rates by 15% and click-through rates by 10%.
- Conducted extensive market research to develop targeted personas for our product's key demographics, resulting in more effective marketing campaigns moving forward.
- Wrote compelling copy for website landing pages, emails, blog posts, and other digital content that helped increase web traffic by 20% month over month.
- Successfully managed multiple projects at once while still meeting deadlines and maintaining high quality standards.

Certificates

Certified Digital Marketing Professional (CDMP)

May 2021

Certified Social Media Marketing Professional (CSMMP)

Jan 2020