



SARA JOHNSON

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PROFESSIONAL SUMMARY

Performance-oriented, responsive and high-energy Marketing Specialist who consistently meets and exceeds critical marketing needs and goals with an organized, transparent, and skilled approach. An innovative developer who effectively manages marketing campaigns by leveraging top-notch leadership, collaborative teamwork, problem-solving, and project management abilities.

SKILLS

- Digital marketing
- Marketing campaigns
- Marketing strategic planning
- Social media platforms
- Graphic content development
- Marketing research
- Marketing budgeting
- SEO optimization
- Brand promotion
- Website design & development

EXPERIENCE

Marketing Specialist, Dental Health Associates of Madison, Apr 2018 - Current

- Develop, present, and implement marketing campaigns and strategies
- Conduct competitor research and analysis
- Research target markets to establish customer trends and habits
- Create goals and objectives through various marketing channels (traditional/ digital)
- Build relationships and communicate with new and existing partnerships/sponsorships
- Coordinate & implement brand awareness, consideration, lead generation, and conversion strategies
- Design creatives for digital ads, website, print materials, and email marketing platforms
- Create and execute content calendars
- Maintain and update websites to improve UX and SEO
- Implement social media strategy and create engagement within the community
- Plan & coordinate events
- Analyze campaign results, conversion rates, online traffic, and other marketing data
- Manage and monitor Google Ads and Google Analytics

Executive Assistant, The Edwin & Janet Bryant Foundation, Inc, Jan 2015 - Sep 2017

- Created and developed marketing advertisements (both print and digital) for Livsreise Norwegian Heritage Center
- Launched email marketing campaigns through Constant Contact for upcoming events & news
- Assisted with creative direction for the Norwegian Heritage Center & Bryant Foundation
- Managed and maintained websites for the Norwegian Heritage Center and Bryant Foundation
- Spearheaded a successful grand opening of Livsreise Norwegian Heritage Center

Human Resources Assistant, City Of Stoughton, Apr 2014 - Mar 2015

- Entered employee information into payroll program, including deductions
- Communicated and provided support to staff, either in-person or electronically
- Assured that new hire, on boarding and benefits paperwork is initiated, tracked, and completed
- Assisted with recruiting

Foundation Administrative Assistant, Stoughton Hospital Foundation, Apr 2013 - Oct 2014

- Arranged and facilitated a feasibility study process for a capital campaign for hospital renovations
- Influenced & guided donors for estate planning
- Organized the Stoughton Hospital Golf Fundraiser, raising over \$10,000
- Managed all responsibilities of the Foundation Director until new director was hired

Personal Banker, Park Bank, Aug 2011 - Apr 2013

- Created calling effort program to increase client portfolio and pipeline growth
- Exceeded sales goals and improved client experiences, by providing a positive and honest demeanor
- Provided a refreshing approach to sales, courtesy, and follow-up calls
- Organized one-on-one portfolio reviews to increase sales conversations during transactions
- Accepted and integrated changes in the financial world and in the policies and procedures into daily activities

Personal Banker, Wells Fargo, Jan 2008 - Aug 2011

- Developed and retained client relationships
- Assisted clients with new accounts, savings goals, loan applications and loan closings
- Handled difficult customer inquiries and/or problems
- Demonstrated ability to achieve & exceed sales goals (both team and individual)
- Collaborated with team members in a positive, collaborative, and competitive nature

EDUCATION

Associate of Applied Science, Marketing

Madison Area Technical College

REFERENCES

References available upon request.