

# MICHAEL JOHNSON

Digital Marketing Account Manager

Chicago, IL | (321) 654-9870 | email@example.com | LinkedIn | Portfolio



## PROFILE

Digital marketing account manager skilled in client relations and strategy execution

Client-focused digital marketing account manager with 11 years of experience building lasting relationships and delivering strategic marketing solutions. Proven success in increasing client retention by 30% and driving measurable campaign results.

## KEY SKILLS

- Client account management
- Marketing strategy development
- Performance analytics
- PPC and SEO campaigns

## PROFESSIONAL EXPERIENCE

Digital Marketing Account Manager | Elite Marketing Agency | May 2017 to present

- Managed accounts for 15+ clients, ensuring consistent campaign delivery and maintaining a 98% satisfaction rate
- Increased customer retention by 30% through strong client engagement and performance reporting
- Oversaw campaigns with budgets totaling \$2 million annually, driving average ROI increases of 40%

Digital Marketing Specialist | Rise Digital Co. | August 2014 to April 2017

- Designed and implemented PPC campaigns that reduced CPC by 25%
- Conducted in-depth market research to improve client targeting and increase conversions by 18%
- Provided monthly performance reports, offering actionable insights to optimize future campaigns

## EDUCATION

Bachelor of Science in Business Administration

Northwestern University | Evanston, IL,

## CERTIFICATIONS

- Google Analytics Advanced Certification | Google | January 2022, ,