

# Ashley Johnson

## Digital Media & Marketing Specialist

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### PROFESSIONAL SUMMARY

Passionate, collaborative marketing specialist focused on the creation and implementation of marketing campaigns and collateral that support, engage, educate, and fulfill organizational objectives and stakeholders through traditional and digital media platforms, channels, and strategies.

### SKILLS & EXPERTISE

- Strong writing experience across multiple channels and industries
- Web design and management: WordPress, Squarespace, Weebly
- HubSpot Marketing Hub, CRM, Sales Hub
- Google Ads, Facebook Ads Manager, LinkedIn Ads
- Google Analytics, Facebook Insights, Alexa
- Hands-on SEO/SEM experience, search analytics, MOZ
- Email Marketing: Campaign Monitor, Mailchimp, HubSpot email
- Social Media: Hootsuite, Buffer, HubSpot for all channels and networks
- Design Applications: Photoshop, InDesign, Illustrator, Canva
- Microsoft: Outlook, Word, Excel, PowerPoint, Excel, Planner, Teams, SharePoint
- Video Editing: Premier Pro, iMovie, Camtasia

### REFERENCES

- Kristine Nique | Marketing Assistant, Sterling Johnston Real Estate | [kristineannesnique@gmail.com](mailto:kristineannesnique@gmail.com)
- Johnnie Kern | Director of Product Marketing, Roam Robotics | [johnnie@roamrobotics.com](mailto:johnnie@roamrobotics.com), 530.219.0302
- Crystal Biselli | Inside Sales, Ametherm 775.400.6136
- Tony Chedester | Sales Engineer, Ametherm [chedester@outlook.com](mailto:chedester@outlook.com), 775.750.0327
- Darrell Trimble, CEO, SP Marketplace [darrellt@spmarketplace.com](mailto:darrellt@spmarketplace.com)

### EDUCATION

- San Jose State University  
Bachelor of Science, Magazine Journalism

### WORK EXPERIENCE

#### Marketing Specialist Sterling Johnston Real Estate | January 2021 - May 2021

- Consulted with brokers to develop marketing and business plans, and fulfill in-house marketing services like professional websites, social media, etc.
- Developed email newsletters, monitored social media posts and activity
- Oversaw Marketing Assistant to ensure consistency, execution, and efficacy of marketing initiatives, branding, promotion, and strategy
- Set up, recorded, edited broker videos using in-house green screen, lighting

#### Digital Program and Marketing Coordinator Thunderbird Lake Tahoe | June 2020 - Sept. 2020

- Oversaw social media strategy, paid ads, content calendar, design
- Developed creative content strategy that included videos, photography, articles, proposals, brochures, event materials
- Managed all events from drafting contracts, arranging site tours, organizing logistics, setting up/tearing down, meeting clients, and following up
- Coordinated local media appearances and on-air interviews
- Managed and coordinated volunteer activities, communication, schedules

#### Marketing Coordinator Roam Robotics | Oct. 2019 - April 2020

- Guided digital marketing content strategy, collateral, and web presence using HubSpot, Adobe Creative Cloud, Squarespace
- Managed social media strategy by developing monthly content calendars, posting all content, and reporting on KPIs to ensure alignment with brand vision, marketing objectives, and organizational direction
- Developed and designed marketing deliverables like brochures, window displays, flyers, trade show signage, business cards, emails, web pages, digital ads, blogs, videos
- Support Roam retail team with grassroots marketing campaigns through on-site attendance, creation of brochures and flyers, digital media

#### Content Writer Ametherm | June 2018 - June. 2019

- Developed and implemented on-page SEO optimization strategies for all web pages, content, digital elements using Yoast, Google Analytics, Alexa
- Maintained WordPress site, including blogs, pages, forms, videos, photos
- Increased incoming sales leads and web traffic by 60% by enhancing website with strategic CTAs, video content, and targeted blogs and articles
- Designed all graphics, trade show banners, data sheets, brochures
- Managed all PR activities, including writing press releases, posting to wire services, pitching content to media, updating website, analyzing metrics

#### Senior Marketing Coordinator SP Marketplace | May 2015 - June 2018

- Designed and built the new [SP Marketplace website](#) on Weebly
- Developed and launched email marketing campaigns that included audience targeting, content development, layout, list management
- Tracked KPIs using Google Analytics, SEO Profiler, and other web reporting interfaces
- Created digital content, landing pages, white papers, blogs, case studies