



JOHNSON

 [VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing & Campaign Execution (5 Years Experience)
- CRM & Marketing Automation (GoHighLevel)
- Email Marketing (Segmentation, Nurture, Broadcast)
- Social Media Management & Content Scheduling
- Content Creation & Copywriting
- Landing Pages & Funnel Setup
- Facebook / Meta Ads (Basic-Intermediate)
- Data Analysis & Performance Reporting
- Product Listing & E-commerce Support
- Graphic & Video Content Creation

TOOLS

- GoHighLevel
- Simplero CRM
- Mailchimp
- ClickFunnels
- Canva
- Filmora X
- Google Analytics
- Google Workspace
- Basecamp
- Slack
- Calendly
- Typeform

Results-driven Digital Marketing Specialist with 4+ years of experience in social media management, content creation, and eCommerce optimization across diverse industries. Proven ability to develop engaging campaigns, optimize product listings, and create SEO-driven content that enhances brand visibility and drives customer engagement. Brings strong expertise in analytics, digital tools, and multi-platform marketing strategies, helping organizations increase online presence, boost conversions, and achieve sustainable business growth.

WORK EXPERIENCE

VIRTUAL ASSISTANT/SOCIAL MEDIA MANAGER/CONTENT WRITER/PRODUCT LISTING SPECIALIST

Affinity Technology (Full-Time, Newnan, Georgia) | 2022 – 2026 (4 Years)

- Managed administrative tasks, calendars, and communications while creating social media content, monitoring analytics, writing SEO-optimized blogs, and optimizing e-commerce product listings to improve visibility and sales.

CONTENT WRITER/SOCIAL MEDIA CONTENT CREATOR (PART-TIME)

Eigital (Singapore) | 2022 – 2024 (2 Years)

- Produced SEO-optimized website content, travel and hospitality articles, social media campaigns, and promotional materials while ensuring content quality through editing and proofreading.

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