

NICOLE JOHNSON

Marketing Strategist | Storyteller | SEO

EDUCATION

BBA, Marketing

Western Michigan University
2012 - 2014

Minor International Business

Western Michigan University
2012 - 2014

Associates of Science, Business Administration

Bay de Noc Community College
2010 - 2012

SKILLS

- Content & Marketing Strategy
- Content Creation
- SEO and UX Roadmapping
- Team Building & Leadership
- Storytelling
- Video Marketing
- Social Media Management
- Budget Management
- Data Analytics & Reporting
- Branding & Brand Management
- Editorial & SEO Writing
- Product Marketing
- Relationship Management
- Project Management
- A/B Testing
- Public & Media Relations
- Non-Profit Marketing
- Stakeholder Management
- Lead Generation
- B2B + B2C Marketing
- Understanding of HTML/CSS

SOFTWARE

- Google Analytics
- Google Search Console
- SEO Software (Ahrefs, Ubersuggest, etc.)
- Hotjar
- Hubspot, Notion
- Asana, Trello, ClickUp, Airtable
- WordPress, Squarespace, Headless
- ChatGPT, MarketMuse, SurferSEO
- Adobe Photoshop, Lightroom, Premiere
- Figma

CONTACT

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ABOUT ME

A passionate, storyteller with 10 years of experience in marketing, communications, website & brand management, and SEO. I'm seeking to join a mission-driven company where my analytical and creative mind can uplift their brand through leadership and strategic storytelling optimized for algorithms. Below you'll find my most recent and relevant experience.

WORK EXPERIENCE

Senior Content Marketing Manager Aug, 2022 - Present
EcoCart | Remote

- Developed and implemented omnichannel content & marketing strategy including editorial, thought leadership, and SEO while identifying short and long-term growth opportunities to bring in over \$125K in MQLs per quarter.
- Created ebooks, articles, newsletters, on-site modals, and other creative strategies in addition to organizational brand standards.
- Managed strategic relationships with tech partners, external contractors, and cross-functional teams to produce mutually beneficial webinars, partner content, and merchant features that created brand authority in the space.
- Increased content engagement by 152%, impressions from 1,900 to over 17K per day, and conversions on site to 55% in one year. All equalling over 4 million impressions with increased organic traffic acquisition by 4,000%.

Director of Marketing & Communications March, 2020 - Aug, 2022
Innovate Marquette Smart Zone | Marquette, MI

- Created the organizational marketing and communication strategies through benchmark metrics across paid, owned, shared, and earned marketing channels to meet organizational goals for three brands and multiple clients while managing an internal team and external partnerships on a state, local and national level.
- Mastered nurturing stakeholders through educational reporting of business metrics and maps to show performance and foster a shared understanding of how the organization supported its mission through storytelling.
- Led two rebrands that tripled digital traffic and brand trust over two years, including a brand for the City of Marquette, bringing 23K organic site visits within 4 months of launch (2,900% growth).

Managing Editor & Writer Dec, 2018 - March, 2020
BookRetreats.com | Remote

- Developed content and SEO strategy while overseeing a team of freelance writers and creators to drive organizational goals from the top down, support seasonal campaigns, and drive organic traffic to lead-generating pages.
- Acted as a writer, chief editor, and storyteller to align content to brand voice and vision while promoting the travel and wellness industry.
- Did research to consistently stay on top of SEO best practices alongside fervently implementing website front and backend updates to innovate authority within the algorithms.