

LACI JOHNSON

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Experienced business professional with a combination of digital marketing expertise and business growth and development skills. Effective communicator with the ability to think creatively and convey value for businesses and clients.

SKILLS:

- Email Marketing
- Social Media Marketing & Promotions
- Marketing Automation
- Market Research
- Web design & Website Management
- Video Marketing
- Copywriting & Editing
- Lead Generation
- Graphic Design
- Content Building/Creation
- SEO
- Leadership & Team Development

SOFTWARE PLATFORMS:

- HubSpot, Hootsuite, Constant Contact, Zoho, Google Analytics, Salesforce, Mailchimp, Microsoft Office Programs, Adobe Software Programs, GoDaddy

EXPERIENCE:

BRAND STRATEGIST - CONTRACT BRANDWISE MEDIA - New York, NY

2021- Present

- Working closely with account managers, designers, and copywriters to develop methods to enhance clients' brand visibility and market share.
- Conducting rigorous analysis and market research to understand the clients' customers' behavior and motivations.
- Develop digital marketing strategies that raise brand awareness, drive customer growth, improve a brand's positioning, and achieve critical campaign key performance indicators.
- Deliver ideas and concepts to set clients apart from competitors, creating a strong position for market growth and recognition across various media channels.
- Determine and develop a client's unique voice and brand personality through brand standards to ensure a consistent brand story.
- Monitor social media trends to infuse into client strategy.
- Preparing monthly brand strategy documents and overseeing copy and graphics

FOUNDER/FREELANCE LJ CONSULTING-BEACON, NY

2017-Present

- Providing marketing consulting services for women and minority owned firms in the Upstate NY region.
- Providing Marketing & Business plan writing and consulting for local Hudson Valley Business Owners.
- Creating social media strategies and plans for businesses.
- Teaching business marketing automation strategies and best practices.
- Assisting local business owners with Market Research in order to gather information about buyer personas, target market, and local competitors.
- Providing web design services to local businesses.

DIRECTOR OF MARKETING

AXIS INSURANCE SERVICES & PL RISK ADVISORS-FRANKLIN LAKES, NJ

2018-2021

- Managing, posting and updating the company's various social media platforms. Increased number of followers up to 40% each year.
- Overseeing all aspects of online, digital, and corporate marketing. Aided the company in generating \$70,000 in one year towards overall company revenue due to marketing efforts.
- Managing the company's marketing automation software platforms. Sending trigger based campaigns & workflows.
- Managing the company's overall marketing efforts, writing, blogging and development of materials.
- Research of industry topics.
- Working with the sales department to create and develop marketing materials for clients.
- Maintenance of the company's various websites including updates, postings and design.
- Development, management and tracking of Email campaigns.
- Developing reports, benchmarks and management tools to assist management in decision making.

PROGRAM DIRECTOR

ACCESS HEALTH SYSTEMS & ACCESS RISK MANAGEMENT SERVICES-LATHAM, NY

2016- 2017

- Developed and managed a marketing plan for Access Health & Access Risk Management Services.
- Networked at tradeshow events and conferences to build contacts and connections.
- Administered and developed innovative ideas for each program.
- Traveled across New York State to towns and counties to meet with government officials regarding risk management and health services.
- Prepared and presented marketing projects and presentations.
- Managed the social media profiles for both programs.

MARKETING DIRECTOR

PYRAMID MANAGEMENT GROUP/ THE GALLERIA AT CRYSTAL RUN MALL MIDDLETOWN, NY

2015-2016

- Prepared marketing activity reports and oversaw proper collection of all annual market research.
- Created leasing presentations and participated in leasing site tours.
- Directly supervised one subordinate supervisor and five customer service representatives.
- Managed recognition and discipline of employees, addressing complaints, and resolving problems.
- Planned and executed innovative marketing plans and programs to optimize and increase market share and profitability.
- Developed and administered the marketing budget for the center of over \$500,000 annually.
- Planned and oversaw advertising and promotions activity including print, electronic, direct mail.
- Served as PR spokesperson for live radio morning shows and television news interviews.
- Managed Center's social media presence and direct programs to improve social media reputation, recognition.
- Developed and maintained relationships with local media to enhance public relations and positive exposure.

MARKETING & SALES ASSISTANT

FOX RADIO/SUNRISE BROADCASTING-NEW WINDSOR, NY

2014-2015

- Created marketing materials for the radio station.
- Assisted with creating a social media strategy for the station and coordinated promotions, and events.
- Researched statistics and figures for sales department; maintained and updated client database files.
- Compiled and edited press releases, proposals, monthly newsletters.
- Booked speakers for morning show, managing several ticket trade giveaways; strategized contest concepts.
- Assisted the station with live broadcast events including copywriting and supporting production team.

MARKETING INTERN

THINK SOCIAL FIRST/EXCLUSIVE EVENTS & PROMOTIONS- POUGHKEEPSIE, NY

2013-2014

- Managed 10-15 business accounts and social media profiles, building brands for local businesses.
- Developed and executed event marketing and promotions strategies.
- Assisted with PR including email and event marketing campaigns.
- Created monthly analytic reports for clients.
- Provided creative brainstorming and implementation.
- Implemented social media strategy: marketing campaigns, content, Facebook, Twitter ad creation, search engine optimization.
- Participated in networking events.

EDUCATION:

Master of Business Administration
Mount Saint Mary College-Newburgh, NY

May 2018

Bachelor of Science - Business Management and Economics Concentration:
Marketing SUNY Empire State College-New York, NY

August 2014

HONORS & AWARDS:

April 2018: MBA 2018 Best Project Award

Presented with the MBA Best Project Award for the capstone business plan final project at Mount Saint Mary College.

PROFESSIONAL CERTIFICATIONS:

HubSpot Inbound Certification May 2019- June 2021

HubSpot Content Marketing Certification April 2020-May 2022

VOLUNTEER ORGANIZATIONS & GROUPS:

American Marketing Association/ New Jersey Chapter Digital
Content Curator

2019- Present

Generating blog content based on recent events and content relevant to the AMA NJ audience, working with Web Content Specialist to post completed blog posts to website, incorporate all communication campaigns respective content calendars (i.e. social media, blog content, etc.)

Hudson Valley Professional People of Color - Meetup

Group Creator & Manager

2016-Present

Create, facilitate and market activities to promote social and interpersonal relationships among members, maintain the group's social websites (Facebook & Instagram), Organize, plan, and coordinate events with local establishments, currently over 200 members.