

Motyka Johnson

Marketing Manager

I manage marketing campaigns and create accurate and compelling content for internal and external communications.

Achievements

2012 Business Marketing Association of Colorado Gold Key Awards

- Total B2B Campaigns: Campaigns for which production and media costs are less than \$50,000 during a 12-month period
- Digital Marketing: Webinar or other online event: Industry Thought Leadership Through Education Webinar Program

Strengths

Communications ~ SEO & SEM, Website Analytics, Content Management, Keyword, and PPC Campaigns

Lead Generation ~ Business Operations Management, Customer Relationship Management, Online Product, and Services Marketing

Strategic Development ~ Brand Management, Market Research, Project Management

Work Experience

KPA January 2011 - December 2012

Vendor of Human resources software, environment and safety audits, and internet marketing services for clients in automotive retail

Brand Journalist

Managed internal and external content marketing strategies

- Worked closely with product managers to ensure accurate and timely copywriting
- Interviewed staff and clients as part of a branding strategy campaign
- Curated 1000 page website; managed user experience
- Increased website traffic by 30% in one year through publishing link bait, including interactive games, instructional videos, press releases, regular social media updates, and client testimonials
- Increased overall monthly website traffic by 10% in my first month through higher open rates to newsletter publication

Artist Rendering/IDEAVIZ.com

2006 - 2009

Marketing communications firm specializing in 3D illustrations and animations for architectural and engineering firms

Marketing Manager

Managed communications content, creative asset development, and production logistics.

- Developed overall marketing plans focused on Social Media and SEO strategy
- Championed the resolution of account issues to ensure proper client communication and satisfaction
- Consistently improved visibility in organic SEO, and repeatedly increased sustainable yield generated from marketing campaigns

Glen Helen Ecology Institute

2004 - 2006

Regional environmental nonprofit organization

Program Director

Served as part of organizational leadership and as a member of the executive team.

- Provided advanced strategy and ongoing vision for programs; identified opportunity for fundraising, and wrote persuasive grant proposals, reports, and correspondence on behalf of the organization
- Supervised department staff including 15 summer employees, 20 interns, and a changing number of volunteers
- Handled the administration of employee interviews, hiring, training, performance reviews, and mentoring programs
- Managed three program budgets and logistic operations to streamline processes that enabled revenue and resource savings; improved communication between departments
- Member of the Strategic Planning Committee; created a marketing framework that facilitated progress through strategic and tactical initiatives

Ambience Events

2003 - 2004

Events management company that specializes in fabrication of large thematic sets

Graphic Artist

Managed marketing campaigns in a high demand environment.

- Created print and digital art including photography, oversize printing, traditional media, PowerPoint presentations, logos, and website development
- Developed referral and return business in client base through effective customer relation management

Technical Capabilities

Microsoft Office Suite ~ Excel, Word, Outlook, PowerPoint, OneNote

Email Marketing ~ Eloqua

Graphic Design ~ Adobe Creative Suite, Final Cut Pro

Web Design ~ Proficient in HTML and CSS, Wordpress CMS, MODx CMS

Google ~ Webmaster Tools, Adwords, Analytics

Education

Master of Business Administration in Marketing, 2010

University of Colorado, Denver, CO

Bachelor of Science in Education, 1998

Miami University, Oxford, OH