



# Sarah Johnson

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## GROWING BUSINESSES WITH CRO, SEO, SEM AND GREAT UX

With years of experience as marketer, web developer, online strategy consultant and designer, I have discovered my passion for getting the right message in front of the right people. I have a drive to connect people to products & services through the variety of online platforms.

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## Skills

Conversion Rate Optimization (CRO)

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Marketing

Copy & Content Creation and Editing

Technical Writing

Information Architecture

Ecommerce specialization: B2C & B2B experience

Articulate presentation and public speaking experience

AB and Multivariate Testing

User Testing

Statistical Analysis

Marketing Strategy

Web Design & Development

User Experience Engineering

Client Management

Project Management

Team Management

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## Experience

NOV 2018 TO PRESENT

### **Manager of Growth & Optimization / American Addiction Centers – San Diego / Atlanta**

- Manage strategy and execution of optimization efforts across American Addiction Centers Digital portfolio of 30+ websites
- Work closely with Product Owners, Development, UX, Marketing, CX and sales to align efforts
- Manage process and team members
- Educate organization about optimization strategy and execution
- Achievements include: Reworking optimization process to create more efficient workflow within optimization team and to deployment team that increased scale of program by 30% and improved efficiency by 70%.

APRIL 2017 TO NOV 2018

### **Conversion Rate Optimization Senior Manager / Assurant – Atlanta, GA**

- Collaborate with cross functional teams (creative, content, technology, business)
- Incorporate business objectives about the entire brand and consumer experience
- Continually improve UX and CRO process in collaboration with the business

- Create and maintain ongoing performance KPIs, measure test and team performance, and deliver reporting to key stakeholders
- Enhance information architecture, team accomplishments, and competence by planning delivery of optimization solutions
- Direct the creation of – journey maps, navigation flows, site maps, user stories, wireframes, concept diagrams and personas
- Conduct market research and analysis on competitive and best in class digital and physical products / experiences and key industry trends
- Leverages metrics, optimization, qualitative and quantitative research to inform and validate design decisions
- Create conversion optimization strategies including managing external UX agencies and resources
- Accountability for successful execution of key client projects
- Conduct internal planning meetings and lead the development of A/B & multivariate testing road maps that will lift conversion rates
- Identify successes, failures, and trends, and effectively communicate these findings to clients
- User feedback testing strategy and platform
- Evangelize Conversion Optimization
- Generated over \$16 million in increased value in first 18 months of optimization programs across multiple industries and lines of business.
- 40,000% improvement in downloads and retention of key partnership app by optimizing the userflow process and presentation of app across all touchpoints.
- Optimize process and presentation of primary white labels and co-branded website for multiple clients resulting in 80% increase in quotes received and 65% increase in policies purchased
- Introduce and optimize marketing personalization for ecommerce programs
- Create client KPIs and reporting solution for the CRO team to integrate with wider digital objectives and provide support for site audits
- Develop indexation model for websites for prioritization of digital efforts and post-production support.

MARCH 2007 TO PRESENT

## **Freelance**

- Worked for many companies across the US and internationally
- Design - UX/UI, marketing, graphics for print and digital
- Development - frontend and backend - focus on architecture, front end integrations, api integrations and user experience.
- Create & monitor digital and print advertising campaigns
- Launched more than 60 new ecommerce sites within a variety of verticals including clothing, manufacturing, construction, media distribution, and more.
- Extensive experience CMS & Shopping Cart systems.
- Worked closely with CEOs, CTOs and company stakeholders to create and refine their vision for their companies

AUG 2014 – APRIL 2017

## **UX, Marketing & SEO Manager / ACityDiscount – Norcross, GA**

- Develop and implement SEO optimization efforts for ACityDiscount.com while creating and maintaining SEO strategy
- Improve UX and structure for website. Provide ColdFusion, SQL, HTML & CSS support for website development.

- Analyze and improve keyword and topical relevance for categories and content surrounding brand standards; includes optimizing landing pages for conversions, SERP visibility, and PPC campaigns.
- Work with PPC Specialist to design & optimize landing pages for PPC campaigns.
- Monitor website performance goals and work with IT to improve site performance.
- Provide performance reports to direct supervisor with various metrics ranging from site speed to SERP performance.
- Monitor and develop natural link profile while cleaning up older low quality or irrelevant links.
- Develop topical plan for content and work with marketing team members and freelancers to complete writing & posting cycle for content marketing efforts.
- Design print collateral
- Create brand standards for ACityDiscount.
- Establish product standards for large online catalog of ecommerce products.
- Restructure & redesign content sections. Develop goals & KPIs for future expansion as well as comprehensive content strategy.
- Assisting in the transfer of domain application protocol from http to https
- Improving tracking efforts across the website by correcting conversion tracking
- Establishing KPIs for each marketing channel
- Establishing metrics for measuring SEO goals
- Improving organic traffic against seasonal trend by 9%
- Increasing conversion rate by 45%
- Redesigning website search functionality to increase conversion
- Increased communication between various marketing team members to create a cohesive marketing program
- Redesign and refocus email marketing campaigns
- Initiate abandoned cart remarketing.

NOV 2011 – AUG 2014

## **Online Director / Nature's Innovation - Buford, GA**

- Oversee Nature's Innovation & subsidiaries full online portfolio – Includes Naturesinnovation.com, Naturasil.com, Naturasil.co.uk, Bed-Bugs.net, Cobrazol.com, Septicflow.com, BuyNaturally.com, BuyElimitag.com, NaturesPrivateLabel.com and more.
- Developed user interface, general architecture and navigation systems for all websites.
- SEO & SEM strategy and implementation across various platforms and brands.
- Create & monitor creatives and content for websites and social media.
- Successfully implemented 100s of projects for various brands – from major sales events to newsletters to product launches.
- Responsible for online FDA and EPA compliance where required for each brand.
- Conduct and analyze testing for optimization of websites and advertising.
- Ecommerce & Affiliate Management.
- Contribute to new business and product development.
- Identify and implement repeat buying efforts for potential returning customers. Increased repeat customer sales 200%.
- Plan & Implement extensive condition guide for customers on Naturasil.com, increasing revenue by 10% and traffic by 14% due to content being shared across the web.
- Restructure PPC campaigns and goals for Adwords and BingAds. Efforts decreased spend by 55%, increased CTR (click through rate) by 183%, increased value per conversion by 32%, decreased cost per conversion by 3.07%.
- Contribute to business goals and future development.
- Lead contractors in support and specialized duties.