



Orlando, United States  
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## Gregory Johns, Developer and Growth Marketer

I am a results-driven developer and digital marketer with a strong background in lead generation, CRM management, and custom website development. With expertise in paid and social advertising, as well as JavaScript frameworks, I have a track record of delivering high-quality leads and maximizing conversion rates for my clients.

### Employment History

#### Developer and Growth Marketer at Self-Employed, Orlando, FL

November 2017 — Present

- Developed and maintained websites and applications for clients, using a variety of programming languages and technologies.
- Implemented growth hacking strategies to drive user acquisition and engagement, such as A/B testing, email marketing, and social media advertising.
- Collaborated with clients to understand their business goals and objectives, and developed custom solutions to meet their needs.
- Analyzed data and metrics to track the performance of marketing campaigns and identify areas for improvement.
- Managed budgets and resources to achieve maximum return on investment.

#### Senior Client Relations Manager at Ring Ring Marketing, Orlando, FL

November 2020 — October 2021

- Built and maintained relationships with clients and partners to ensure their satisfaction and drive revenue growth.
- Developed and implemented effective strategies to optimize paid search, SEO, and content marketing efforts.

#### SEM Manager at Omicron Media, Winter Park, FL

February 2019 — July 2020

- Managed and executed search marketing campaigns for for 10 brands in the B2C SaaS Usenet industry with \$1MM/yr ad spend.
- Collaborated with cross-functional teams to align marketing initiatives with business goals and objectives.
- Conducted regular A/B testing of ad copy and landing pages to optimize performance and improve conversion rates.
- Used advanced analytical tools and techniques to track the performance of marketing campaigns and identify areas for improvement.

#### Search Marketing Specialist at Pearson, Orlando, FL

May 2016 — January 2018

- Managed and executed search marketing campaigns to drive targeted traffic with budgets of \$4.3MM/year.
- Developed and implemented effective strategies to optimize paid search, SEO, and content marketing efforts.
- Monitored and analyzed campaign performance, identified areas for improvement, and made recommendations for optimization.

## Education

### **MBA, Rollins College Crummer Graduate School of Business, Winter Park, FL**

August 2014 — May 2016

Graduated with honors and inducted into the Beta Gamma Sigma International Business Honor Society.

### **Bachelor of Science, Zoology, University of Florida, Gainesville, FL**

August 2009 — May 2013

## Links

[Website](#)

[LinkedIn](#)

[Twitter](#)

## Skills

JavaScript

Git

Google Adwords

CRM Systems

## Hobbies

Blockchain, NFTs (Non-Fungible Tokens), AI (Artificial Intelligence), Deep learning, Cryptocurrency, Natural language processing.

## Courses

### **FullStackOpen 2022 at FullStackOpen**

May 2022 — December 2022