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| Michael Johnson |
| SummaryStrategic and innovative content creator with over 10 years of experience in multimedia content production and brand storytelling. Adept at leading teams and driving content initiatives that resonate with target audiences and deliver measurable results.Work Experience**Head of Content Jan 2018 – Present**Global Media Group Chicago, IL* Spearheaded a content strategy overhaul that resulted in a 60% increase in audience engagement across platforms.
* Managed a team of 10 content creators, providing mentorship and driving professional development.

**Senior Content Strategist Feb 2015 – Dec 2017**NextGen Media Chicago, IL* Developed comprehensive content strategies that aligned with business objectives, increasing lead generation by 40%.
* Conducted in-depth audience research, informing content development and enhancing user experience.

EducationMaster of Arts: Marketing Jan 2014*Northwestern University**Evanston, IL*certifications* Certified Content Marketing Specialist – Digital Marketing Institute – 2020
 | Contact(789) 012-3456michael.johnson@example.comChicago, IL 60601SkillsContent LeadershipDigital MarketingStrategic PlanningAnalytics & ReportingCreative DirectionCross-Functional CollaborationAudience DevelopmentUser ExperienceInfluencer PartnershipsCrisis Communication |