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| Michael Johnson | | |
| Summary  Strategic 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.   Education Master of Arts: Marketing Jan 2014 *Northwestern University**Evanston, IL*  certifications   * Certified Content Marketing Specialist – Digital Marketing Institute – 2020 | Contact  (789) 012-3456  michael.johnson@example.com  Chicago, IL 60601  Skills  Content Leadership  Digital Marketing  Strategic Planning  Analytics & Reporting  Creative Direction  Cross-Functional Collaboration  Audience Development  User Experience  Influencer Partnerships  Crisis Communication |