# **Employment Biography Template**

Alexandria Johnson is a Brand and Online Marketing Strategist who works together with solopreneurs, CEOs, and executives to grow their professional and personal brands. She has twelve-year experience of working in industry and marketing for expensive brands.

She has also worked for new start-ups have afforded Alexandria the knowledge of what drives sold-out launches, conversions, and interviews by famous people. But what makes Alexandria successful isn't the mastery of marketing flavors, but how well she can make a connection with the general public, she tries to help.

She's also good at communicating her understanding back to them. All of Alexandria's efforts and successes have landed her coverage both in broadcast and print outlets across the globe. These include heavyweight media like The Wall Street Journal, The Today Show, BBC, CNN, and others.

Alexandria's articles have also found their way in international magazines like Forbes, Newsweek, and more. Aside from her qualifications, Alexandria is also a trained business coach.

She graduated from the University of Delaware with a Bachelor's degree in communications and journalism. She has more than 18 years of experience as a strategist for online marketing, specializing in extensive sales training or enablement, project leadership, and digital marketing.

Alexandria delivers cutting-edge marketing strategies and innovative campaigns that increase demand, accelerate growth and maximize the budgets for emerging media.

As a Brand and Online Marketing Strategist, Alexandria is in charge of identifying and developing Premium Websites, which is the flagship product of the company. She works continuously with training teams tasked to generate and build Premium Website materials and tools to help enhance the comprehension of the sales force to improve their performance.

Alexandria led the planning, development, design, and launching of the company's customer email journey, starting from the first stage to the website launch. She also coordinated and produced all websites related to customer-facing and internal materials.

 Alexandria experienced leading a team that developed and facilitated the training of a vast sales force regarding upgrades for existing products and new digital products. This team developed collateral and sales for digital product launches across the country for an online program for banner ads, an eCommerce site, a package for business websites, and a loyalty app.

Alexandria aided in developing and conducting a webinar for training sales personnel for her company's product called Online Display Advertising. She also created and revised a series of training videos which featured sales reps detailing selling tips, scripts, and strategies for their specific products.

Her experience extends to programming and launching an internal blog for eCommunications. This featured product articles and alerts are covering SEO, SEM, eCommerce, mobile, social media marketing, and display advertising.

In the past, Alexandria had experienced training the sales team for her company's first DIY eCommerce product. She led the creation of a national presence for sales training, a demo site, and training collateral. Also, she directed the sales collateral of the creative team. Alexandria helped in the creation of the process by which her company defined, developed designed. They have launched more than 200,000 websites in over three years.

This milestone made her company one of the biggest single producers of "brochure" websites with a complete turnkey feature in America.