

JOHANNA GOULET

Leduc, AB

C: 780.600.0395 | E: digitallypositivemind@gmail.com

LinkedIn: <https://www.linkedin.com/in/johannagoulet>

Website: www.wavemarketivity.com

PROFILE SUMMARY:

Results-driven Digital Marketing Specialist with expertise in SEO, web design, social media marketing, and content creation. Adept at leveraging digital tools to enhance brand visibility, drive engagement, and optimize search engine performance. Proven ability to develop data-driven marketing strategies, manage multiple projects, and produce compelling multimedia content. Passionate about staying ahead of digital trends and delivering innovative marketing solutions that maximize business growth. Demonstrated ability to manage multiple projects and deliver results. Committed to continuous learning and passionate about innovative digital marketing solutions.

Key Skills:

Social Media & Content Marketing

- Developed and executed cross-platform social media strategies on Instagram, Facebook, TikTok, and YouTube, increasing audience engagement and brand visibility.
- Created dynamic, audience-focused content using tools like Canva and CapCut, incorporating platform-specific trends (Instagram Stories/Posts/Reels, TikTok Reels, and YouTube Shorts).
- Monitored and analyzed key performance metrics to optimize social media campaigns and improve ROI.

Digital Media Production

- Produced and edited engaging multimedia content tailored for various digital platforms.
- Managed the entire content production process, from video shoots to post-production editing.
- Applied best practices in digital media to enhance brand storytelling and audience engagement.

SEO & Web Optimization

- Conducted in-depth keyword research and implemented SEO strategies to improve organic search rankings.
- Optimized website content, meta tags, and site structure for maximum search visibility.
- Utilized tools like SEMrush, RankMath, and Google Search Console to track and enhance SEO performance.

Web Design & Development

- Designed and developed user-friendly, responsive websites using WordPress, Divi, and Elementor.
- Optimized website performance for an enhanced user experience and improved conversion rates.
- Integrated e-commerce solutions via WooCommerce and managed product listings.

Technical Skills

CapCut | YouTube | WordPress | Divi | Elementor | WooCommerce | SEMrush | RankMath | Slack | Canva | ChatGPT | Facebook | Instagram | TikTok | Microsoft Office | Notion | Zapier | Airtable

PROFESSIONAL EXPERIENCE

Social Media Marketing Intern

Neat & Social | Remote | 2024

- Developed data-driven social media strategies aligned with campaign goals to drive engagement and conversions.
- Created a comprehensive two-month content calendar with visually engaging posts and compelling captions.
- Designed and executed a social media plan, including visuals, scheduling, and engagement tactics.
- Managed post scheduling via Meta Business Suite, ensuring consistency and audience engagement.
- Analyzed campaign performance and provided actionable insights for continuous optimization, leading to increased engagement and reach.
- Designed and optimized branded content, improving audience interaction and content performance.

EDUCATION & CERTIFICATIONS

- **Diploma in Digital Marketing** | ABM College, Calgary, AB | Dec. 2023 – Oct. 2024
- **Bachelor of General Studies, Arts & Science** | Athabasca University, Athabasca, AB | May 2018 – June 2023
- **Diploma in Administrative Professional** | Robertson College, Calgary, AB | Feb. 2016 – Sept. 2016
- **Diploma in Accounting Assistant** | Robertson College, Calgary, AB | Feb. 2016 – Sept. 2016

Volunteering & Community Involvement

- **Alberta Burn Rehabilitation Society** | Edmonton, AB | April 2005 – March 2006
Assisted with general office duties, including filing and mail handling, demonstrating adaptability and commitment to community support.

REFERENCES: Available upon request.