

# DANIEL JOHANSEN

D I G I T A L   M A R K E T I N G   P R O F E S S I O N A L

For the best experience, visit [danieljohansen.com.au](http://danieljohansen.com.au) and explore my portfolio!

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-  Indooroopilly, Brisbane
-  [www.danieljohansen.com.au](http://www.danieljohansen.com.au)

## PROFILE

Digital Marketing Professional with nearly four years of experience across industry leaders. I am skilled in multiple areas of digital marketing—from email and automation to content and data analysis—I am deeply passionate about marketing and committed to driving meaningful results that connect brands with their audiences.

## SKILLS

- Email Marketing & Automation
- Web Design
- Data Analysis
- Content Marketing
- Social Media Marketing
- Graphic Design
- HTML & CSS
- Customer Journeys
- Marketing Campaigns

## EXPERIENCE

### MARKETING SPECIALIST

Wesley Mission Queensland

2024 - Present (contract role ending soon)

- Owned the design, implementation, and execution of email marketing strategies.
- Developed and optimised marketing automation journeys to guide users from consideration through loyalty, increasing retention and engagement.
- Identified and implemented strategic improvements aligned with organisational goals, boosting overall campaign effectiveness.
- Collaborated with the marketing team, stakeholders, and agencies to execute cross-functional campaigns across various business areas.
- Enhanced visual content through graphic design, ensuring adherence to brand guidelines.
- Created reports and dashboards using data from Google Analytics, CRM, and email platforms to drive insights.
- Produced post-campaign analysis reports to measure and refine marketing strategies.
- Applied HTML/CSS skills to improve the design and responsiveness of EDMs.
- Worked with directory providers to support sales in retirement living, specialist disability accommodation, and residential aged care.

## EDUCATION

### CERTIFICATE IV INFORMATION TECHNOLOGY

ACCM

2020 - 2021

### GOOGLE DIGITAL MARKETING & ECOMMERCE

Google

2022 - 2023

REFERENCES AVAILABLE  
ON REQUEST

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## EXPERIENCE CONT.

### MARKETING AUTOMATION SPECIALIST

Flight Centre Travel Group

2023 - 2024

- Owned email and app marketing strategies and customer journeys for millions of subscribers using Salesforce Marketing Cloud.
- Improved engagement by identifying and implementing strategic updates aligned with organisational goals.
- Collaborated with the marketing team to execute campaigns accurately and on schedule.
- Ensured accurate data collection and organisation for targeted marketing.
- Analysed key performance metrics (open rates, click-through rates, conversions, ROI) to drive campaign optimisation.

### DIGITAL MARKETING EXECUTIVE

McInnes Wilson Lawyers

2021 - 2023

- Collaborated with lawyers to create digital marketing strategies aligned with legal services.
- Designed, built, and optimised websites.
- Generated content tailored for legal audiences, including blog posts, articles, case studies, videos, and social media.
- Led AI implementation projects.
- Planned and executed email campaigns using ActiveCampaign CRM to nurture client relationships, drive engagement, and announce services.
- Monitored and analysed digital marketing performance, tracking KPIs and creating reports to measure campaign success.
- Created dashboards in Google Analytics to track insights.
- Utilised Canva, Photoshop, Adobe Premiere Pro, and After Effects for graphic design and video editing.