

# Josefa Kohorst

Director of Digital Marketing

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## Profile

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## Employment History

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### Details

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123 Maple Street, Charleston, WV 25301

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A results-driven Director of Digital Marketing with 5 years of experience in strategizing and executing data-driven campaigns that boost brand visibility, engage target audiences, and drive revenue growth. Strong expertise in leveraging cutting-edge digital marketing tools, SEO, SEM, and social media platforms to optimize online presence and enhance customer experiences. Proven ability to lead cross-functional teams, manage budgets, and deliver projects on time, ensuring a strong ROI for organizations.

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### Director of Digital Marketing at West Virginia Radio Corporation, WV

May 2023 - Present

- Developed and executed a comprehensive digital marketing strategy that increased website traffic by 35% and boosted social media engagement by 50% within the first year.
- Implemented a conversion rate optimization (CRO) program that resulted in a 25% increase in online sales, generating an additional \$500,000 in revenue for the company.
- Led a team of six digital marketing specialists to successfully launch a new mobile app, which garnered over 10,000 downloads within the first three months and received a 4.5-star rating on both Android and iOS platforms.
- Designed and managed a targeted email marketing campaign that achieved an open rate of 27% and a click-through rate of 10%, contributing to a 20% increase in event attendance and sponsorship revenue.

### Senior Digital Marketing Manager at Ogden Newspapers Inc., WV

Sep 2018 - Apr 2023

- Successfully increased overall website traffic by 35% within a year, resulting in higher ad revenue and user engagement, through the implementation of targeted SEO strategies, content optimization, and data-driven marketing campaigns.
  - Developed and executed a comprehensive social media strategy that resulted in a 50% increase in followers across all platforms, driving a 40% increase in referral traffic to the main website and boosting brand visibility.
  - Spearheaded the implementation of a marketing automation system, leading to a 25% increase in lead generation and a 20% boost in email marketing conversion rates, ultimately contributing to a higher ROI for digital marketing efforts.
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