

CURTIS MASON JOHNSON

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<http://www.CurtisMasonJohnson.com>

SENIOR MARKETING MANAGER

Strategic marketing leader with 10+ years of success in marketing planning, execution, and measurement on a global scale. Highly creative and detail oriented professional with proven track record of developing groundbreaking solutions for complex business issues. Consistently leverages data and analytics to systematically optimize marketing results. Driven and enthusiastic manager with market-changing insights and a keen grasp of technology that drives innovation, differentiation, and accelerated results within performance-driven, cross-functional team environments.

CORE EXPERTISE

Strategic Planning – Project Management – Integrated Marketing Campaigns – Online Marketing – Customer & Vendor Relationship Management - Product Marketing – Social Media – Outsourcing – Process Improvement – IT Strategy – Data Warehousing – Quality Assurance – Software Development – Budget Management – Reporting – Strategic Analysis

PROFESSIONAL EXPERIENCE

MICROSOFT CORPORATION – Redmond, WA

2008 to 2011

Multinational technology corporation.

SENIOR MARKETING MANAGER REPORTING / ANALYSIS

Piloted 10-person pipeline reporting team, responsible for driving pipeline marketing teams in utilizing data-based decision-making while managing \$1.2M budget. Served on both U.S. business marketing organization and global operations teams. Built strategies for measuring performance of 7K+, cross-platform marketers and provided self-service reporting tools, scorecards, training, and presentations. Oversaw \$300M in marketing investments, including multi-million dollar pipeline reporting platform and managed both offshore database development vendors and local IT staff. Consulted with marketing executives to diagnose reporting issues and improve results.

- **Architected RIO Pipeline reporting platform that significantly improved Microsoft's ability to plan and measure pipeline marketing and lead management; received Gold Star Award for contribution.**
- **Designed and launched Lead Impact Map solution to provide accurate and timely business information for field enterprise marketing team.**
- **Generated \$6M in revenue within one year with new lead impact framework; subsequently published as industry case study and used as sales collateral throughout field.**
- **Led key project to improve marketing driving of Microsoft office365; developed new marketing planning framework that streamlined highly complex, cross-functional demand generation and opportunity management data and received numerous awards.**
- **Ranked in top 20% in every annual review, Microsoft's highest classification for managers.**

THE MACTUS GROUP LLC – Kirkland, WA

2007 to 2008

Marketing consulting firm supporting Microsoft Corporation.

ASSOCIATE PRODUCT MANAGER

Consulted with Microsoft marketing leadership to identify and resolve issues facing enterprise marketing organization and enable team to achieve performance goals for first time in fifteen quarters. Collaborated with cross-functional shareholders to develop and implement balanced scorecard performance metrics to drive desired organizational

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ASSOCIATE PRODUCT MANAGER CONTINUED...

behavior. Orchestrated analysis, reporting, and presentation of marketing results for monthly governance reviews. Provided ad-hoc reporting and analysis support to Microsoft's U.S.-based B2B marketing organization.

- **Spearheaded solution to overhaul velocity marketing planning and lead generation marketing exception handling; provided fuller and more accurate customer information, significantly increased usage, and led to 154% attainment.**
- **Implemented new automated reporting production and QA process framework to provide agile refresh cycles with detailed QA for monthly LT reports.**
- **Formalized QA methodology, increasing consistency and reducing requirement based failures.**

SAFECO INSURANCE – Seattle, WA

2004 to 2007

Fortune 500 property and casualty insurance corporation.

BUSINESS ANALYST

Coordinated marketing of free and paid support and training programs to independent agents. Managed several usability lab studies to conceptualize groundbreaking product improvements. Supported national B2B direct mail campaign to drive adoption of new quote and issue platform.

- **Executed web redesign project that drove 400+% increase in program usage.**
- **Designed and managed production of video and print collateral for event marketing campaign.**
- **Created web metrics correlating online user behavior, demographics, call center usage, and sales performance.**

SKAGIT TRADITION REALTY – Mount Vernon, WA

2002 to 2003

Real estate firm serving northwest counties of Washington State.

WEB DESIGNER / TECHNOLOGY CONSULTANT

Designed and implemented web site marketing local property listings to Skagit Valley real estate buyers. Facilitated integration of NWMLS database property listings into agency website increasing product offerings.

- **Built server-based agency network that boosted productivity and reduced costs by 20%.**

EDUCATION

BA in Business with Marketing & Finance concentrations – University of Washington

FAA instrument rated pilot

TECHNICAL PROFILE

A/B Testing – SEO / SEM – Market Research – Balanced Scorecarding – Web Analytics Packages (like WebTrends) – Usability Testing Methodologies – Microsoft Project – SPSS – Web Design / Development – SSRS – MySql / MS SQL – VB.Net/ASP.NET/ASP – HTML / XML / CSS – Java / JavaScript

