

# Resume



## Kat Johnson

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Phone: 316-295-8253

I am a social media, marketing, and communications professional with a background in digital media, graphic design, brand management, and social media across multiple platforms. I'm passionate about communications, communities, and stories.

- Kat Johnson

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## Work Experience

### Digital Communications/Social Media Manager/Freelance Graphics Designer

*Self-Employed*

**January 2019 to Present**

- Creates brochures, postcards, business cards, portfolios, and marketing materials
- Constructs and manages social media content plans, gathers and/or creates content and runs marketing campaigns on behalf of clients
- Creates, updates and maintains various websites using the WordPress CMS
- Creates graphics for web, social media, and print on demand

### Coordinator of Social Media Platforms

*FlightSafety International - Wichita, KS*

**June 2016 to January 2019**

- Managed all social media platforms for FlightSafety International: 2 Facebook company pages, a LinkedIn Company page, 3 LinkedIn Showcase pages, 1 Twitter feed, 2 Instagram Accounts, 1 Youtube channel, and 1 Vimeo account
- Managed editorial content calendar for the company and created yearly, monthly, weekly, and daily social media strategies
- Continually sought to improve the quality of communications via social media
- Monitored and responded to communications generated from all social media platforms
- Advised on corporate policy and strategy related to digital communications, especially related to social media

### Freelance Digital Communications Specialist

*Self-Employed*

**September 2015 to July 2016**

- Created brochures, postcards, business cards, portfolios, and marketing materials
- Constructed and managed social media content plans, gathered and/or created content and ran marketing campaigns on behalf of clients
- Created, updated and maintained various websites using the WordPress CMS
- Created graphics for web, social media, and print on demand

## Digital Media Specialist/Communications

*Workforce Alliance of South Central Kansas - Wichita, KS*

**July 2011 to September 2015**

- Managed, generated content, updated and maintained the following websites: <http://www.workforce-ks.com>, <http://reap-ks.org>, and <http://gethiredwichita.com>
- Created yearly, monthly, weekly, & daily content plans for multiple brand identities
- Conducted in-depth research on workforce development subjects and developed quality content for use on all communications platforms
- Designed and created new branding for the 2015 Annual Get Hired Job Fair; logo, ads, website, social media campaign resulting in a record-breaking attendance of both employers and job seekers
- Increased social media efforts on all media by 300% during the first year and engagement by 92% through social media marketing campaigns
- Designed all promotional materials for job fairs showcasing local and international business; matching their branding and design requirements
- Spearheaded re-branding efforts for the Workforce Centers 2014 re-location project
- Through social media efforts were able to provide local business customers the benefit of \$66,400.00 worth of online advertising at no cost per job fair event
- Monitored, analyzed and reported all social media and outreach activity for the organization
- Managed video projects as need by the organization.

## College Bookstore Manager C

*Follett Higher Education - Oak Brook, IL*

**February 2008 to January 2011**

- Managed all aspects of the Westminster College Bookstore, Fulton, MO and the Southwestern College Bookstore, Winfield, KS
- Developed a detailed marketing plan geared toward increasing sell-through traffic from current student and alumni customers
- Updated store website weekly, ensuring that the latest inventory was available for immediate purchase

## Co-owner/Professional Organizer

*2b Organized, LLC. - Wichita, KS*

**April 2007 to February 2008**

- Evaluated, analyzed and modified a client environment to more effectively manage projects, time and space
- Special emphasis on computing, email and file organization best practice
- Coached clients on workflow analysis, time management strategies and productivity protocols

## Engineering Technical Support Analyst I & II

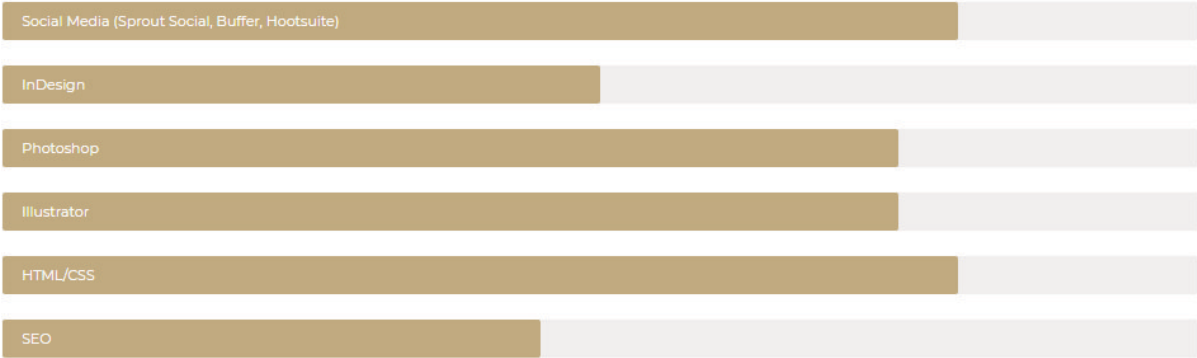
*The Boeing Company - Wichita, KS*

**August 1997 to April 2007**

- Developed, designed and maintained all intranet sites related to the B-52, VIPSAM and V-22 programs using Dreamweaver and Fireworks
- Monitored project action items for 3 programs to ensure timely completion of milestones
- Implemented all instances of the Program Information Management System (PIMS) for all military programs at the Wichita, KS facility; the purpose of this program was to facilitate a cross-functional team environment between Boeing personnel, vendor partners and air force customers

# Skills

- Social Media Management (7 years)
- Social Media Marketing (7 years)
- Graphic Design (7 years)
- Program Management (10+ years)
- Communications (7 years)
- Web Design (7 years)
- WordPress (7 years)
- Brand Management (7 years)
- Workforce Planning (4 years)
- Retail Management (3 years)
- Project Management (15 years)
- Event Coordination/Meeting Management (20 years)
- Organization/Productivity Skills



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# Education

## **Bachelors of Science in Computer Science**

Grantham University - Kansas City, MO

## **Associates of Science in Computer Science**

Grantham University - Kansas City, MO