

Resume



Kat Johnson

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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

- Designed and produced web/social media graphic assets, brochures, web/social copy, reports, business cards, portfolios, fliers, and other marketing materials as needed
- Collaborated closely with clients on social media campaigns, content development, and best practice strategies
- Managed day to day social media activities for a variety of brands on a several platforms; maintained/created content calendars, post(s) creation, graphics, ad and promotion (both paid and organic) activities, and analytics
- Provided web design and CMS management/maintenance services for clients
- Assisted clients in identifying brand/style guidelines and best practices processes
- Utilized Google Analytics to gather and track website metrics, such as time spent on site, new visitors, and navigation funnels continuously tracked to improve the quality and effectiveness of marketing activities
- Developed e-commerce strategies for clients, resulting in a 200% increase in new customer inquiries for several clients
- Evaluated on-line performance according to individual KPIs and OKRs tailored to each client and adjusted activities based on gathered insights
- Updated/managed/maintained client google presence utilizing the GoogleMyBusiness tool set
- Provided virtual assistant duties for clients needing more one-on-one assistance

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

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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Online Tools/Software/Social Media Platforms

- HTML/CSS/WordPress
 - Microsoft Office/Microsoft Project
 - Visio
 - Adobe Creation Suites (Photoshop, Illustrator, and InDesign)
 - Affinity Suites (Designer, Publisher and Photo)
 - Dreamweaver CS4/Fireworks
 - Basecamp/Freecamp
 - Trello/ToDoist/Asana
 - Canva/Libris/Photoshelter (DAM)
 - LinkedIn
 - Twitter
 - Facebook
 - Pinterest
 - Instagram
 - YouTube
 - Vimeo
 - Hootsuite
 - Sprout Social
 - Buffer
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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