

Heather N. Johnson

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Summary

Skilled visual communication professional with extensive knowledge and experience in creative storytelling, layout and design, public affairs, social media management, and marketing strategy. Passionate and outgoing Marine Corps veteran who works well under pressure, enjoys problem-solving, planning, and is adept at thinking critically and creatively. Demonstrated talent for creating effective designs that address program objectives and captivate target audiences. Fast learner able to master new creative software in minimal time. **(Clearance: Secret/Expired)**

Technical Skills

- Photoshop
- InDesign
- Sprout Social
- Lightroom
- Canva
- WordPress

Experience

Social Media and Marketing Manager, Red Leg Brewing Co.

Oct. 2017 - Present (40 hrs/week)

- Develops creative text, graphic, photo and video content across printed and digital platforms.
- Manages and oversees web presence (social media, official website, Google, Yelp, and email newsletter.)
- Works collaboratively with other departments to plan and implement effective campaigns.
- Develops and edits press releases; manages media inquiries from local and national outlets.
- Strategically designs and integrates visual information products, ensuring a cohesive alignment with brand management and messaging.
- Evaluates social media interactions using analytics to maximize and grow brand awareness.
- Develops and maintains a content calendar integrating compelling visuals, curated content, and original posts, resulting in a consistent and engaging social media presence.

Creative Content Manager, Fur-Angel Foundation

July 2016 - Present (5 hrs/week – 20 hrs/month)

- Collaborated with stakeholders to develop and maintain a cohesive brand voice and style guide, ensuring consistent messaging across all channels.
- Develops social media, web, and print content to promote the mission and build community trust.
- Maintains long-term relationships with local publications and radio stations to promote events.
- Assisted in the adoption of 500+ dogs through the strategic use of social media campaigns and traditional marketing efforts using captivating photos, blog posts, videos, and infographics.

Public Affairs Specialist, U.S. Marine Corps

June 2009–June 2013 (40 hrs/week)

- Documented military operations through still and motion imagery.
- Managed command's internal information program; kept 3,000+ military and civilian personnel informed.
- Leveraged social media to engage the military community and promote the unit's online platform.
- Managed media inquiries from local, national, and international outlets; translated highly technical content, orally and in writing, into clear, understandable responses.
- Produced written news and feature materials for publication in command newspaper and digital platforms.

Education

Master's Degree – MS Marketing – CU Denver

Certificate – Digital Marketing – Digital Marketing Institute

Bachelor's Degree – Communications – Hawai'i Pacific University

Certificate – Basic Public Affairs Course – Defense Information School

Current

2021

2017

2010