

FRED JOHNSON

Address – City, ST ZIP – phone number – [email](#) – LinkedIn

MARKETING COMMUNICATIONS MANAGER/LEADER

PROFESSIONAL EXPERIENCE

Marketing Communications Manager, Company, City, WI 2012 – Present

- Collaborate with director and other marketing and corporate communications staff. Write clear, concise and persuasive copy for multiple projects, including but not limited to: web site content, case studies, white papers, opinion papers, clarity papers, bylined articles, marketing collateral, client communications, press releases, media pitches, blogs, social media content, direct mail content (print and online), presentations and internal communications.
- Oversee all digital marketing activities and marketing communications, including ongoing web site approach/strategy, video production (scripting, production, etc.), online advertising and email campaigns.
- Demonstrate superior written and oral communication skills as author of award-winning recruitment campaign, which increased number of recruits in lagging area by 25%.
- Work independently in cross-functional teams. Manage projects and provide creative, results-oriented solutions, which result in detail-focused, successful projects.

Marketing Staffer, Company, City, VA 2010 – 2012

- Interviewed technical subject matter experts and conveyed sophisticated, complex ideas into compelling, easy to understand copy.
- Helped design and implemented creative and effective mail campaigns, resulting in branding successes and meeting needs of target audiences based on ROI analysis.
- Supported director and other communications and marketing staff with media relations and crisis communications as required.

Store Manager, Company, City, AL 2008 – 2010

- Managed and operated base grocery store. Oversaw store performance, controlled cash, inventory, and security. Attended to customer services and supervised staff.
- Tracked, analyzed and took action to improve store performance by forecasting weekly/daily sales goals; met or exceeded established goals.
- Communicated sales goals and performance with staff.
- Forecasted, scheduled, and monitored labor to be consistent with store sales and productivity guidelines and wage budgets; created action plans to address cost control issues.

Assistant Store Manager, Company, City, GA 2006 – 2008

- Collaborated with senior manager to develop and direct execution of strategies to improve product placement and appearance.
- Monitored display accuracy and appearance to implement promotions.
- Ensured that products were properly displayed and ordered to maintain in-stock conditions. Maintained store, cleanliness, safety and sanitation standards.

**COLLABORATIVE,
STRATEGIC DECISION MAKER
COMMITTED TO EXCELLENCE**

PROJECT MANAGER

- Strong project management skills; set and meet tight deliverables for multiple, simultaneous projects.
- Assure accuracy and consistency in deliverables.
- Distill and communicate findings into concise language and draw fact-based conclusions and recommendations.

COMMUNICATION SKILLS

- Articulate needs and influence changes in multiple external and internal groups, via collaborative working style and strong listening skills.
- Incorporate multiple viewpoints into discussion and decision making.
- Focus on internal and external customer service.

COMPUTER SKILLS

Word, Power Point, Excel Outlook, All Social Media Platforms, including Google+, LinkedIn, Facebook and Twitter

EDUCATION

Bachelor of Arts,
Communications, 2006
Georgia State University
Atlanta, GA