

Anna M. Johnson (she/her)

Writer/Editor/Marketing Manager

813-767-8771 | annamjohnson16@gmail.com | annamj.com

Experience

Content Manager **The Institute of Culinary Education** **June 2022 – Present**

- Managing all content produced for the Los Angeles campus of a dual-state and online culinary school. Brainstorming, editing and writing stories for the ICE website and blog while also managing a team of freelance writers. Editing copy to align with brand voice and compliance regulations both digitally and in print. Supervising and assigning work to a direct reporting associate role. Consistently monitoring and updating the ICE website and other online mediums for search engine optimization. Writing three weekly newsletters sent out to the entire student, alumni and client lists. Shooting and editing multimedia content for social media. Designing marketing materials to promote on-campus events.

Actor Development & Marketing Team Leader/Project Manager **The BGB Studio** **September 2020 – June 2022**

- Managing the marketing strategy for an acting studio with a social media audience of over 60,000 followers. Creating and managing long-term marketing and internal project timelines. Overseeing social media production, email list communications as well as a bimonthly webinar for lead generation. Optimizing, pitching, collaborating, managing, and executing marketing strategies and campaigns while hiring and managing a team of four. Managing actor development by selling spots in classes through persuasive email copy.

PR Coordinator/ Video Producer/Content Writer **CreditDonkey** **March 2019 – September 2020**

- Creating a long-term digital strategy and managing remote team on a day-to-day basis. Creating PR campaigns to increase website's search ranking. Writing, shooting, acting in and editing videos placed in articles on the site. Writing, proofreading and editing finance-related articles based on my own research.

Web Editor/Digital Journalist **WKMG News 6/ClickOrlando.com** **May 2018 – March 2019**

- Writing news stories and digital features for online publication. Running News 6 social media accounts and interacting with an audience of over 200,000 followers. Enacting news judgement and running all online assets alone on weekends.

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Education

University of Central Florida

Dual Majors: BA Journalism, BA Theatre Studies
Graduated in 2018

Skills

Writing, Editing, Management, Asana, Canva, CMS systems, Google Analytics, Ahrefs, CRM systems (Keap/Infusonsoft), Airtable, Social News Desk, ENPS, WordPress, Hootsuite, AP Style, Microsoft Office Suite, Mac OSX, Adobe Premiere Pro.

Accomplishments

Spoke on “Communicating in a Crisis” Pulse Nightclub Panel, October 2016.

Yoga alliance certified 200 hour vinyasa yoga teacher.

References

Maria Dunlap Berlin, Actor Development Manager, BGB Studio
hello@mariaberlin.com | 904-881-2374

Steven Kovacs, Marketing Coordinator, Lavi Industries
stkovacs1@gmail.com | 661-600-6368

Anthony Leo, Social Media Manager, Institute of Culinary Education
aleo@ice.edu | 586-879-1941

Writing samples available on annamj.com.
Reporting/data analysis samples available by request.