

Jessica Johnston

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SUMMARY

A versatile **media and communications professional** with 7 years of experience in higher education seeking new career opportunities in content marketing and brand management. Highly organized and detail-oriented communicator who can translate customer business issues and emerging market trends for email campaigns, affiliated marketing, and social media to drive traffic and generate sales. Eager to develop key marketing strategies and deliver corporate brand messaging that grow customer interest and respond to competitive market pressures. **Areas of expertise include:**

- Digital Marketing
 - Brand Management
 - Written Communication
 - Video Production
 - Event & Budget Planning
 - Project Management
 - Audience Research
 - Public Speaking
 - Team Building & Leadership
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PROFESSIONAL EXPERIENCE

Marketing and Development Intern

Aug. 2019-Present

Quasimondo Physical Theatre – Milwaukee, WI

Joined as intern at independent theatre company to improve social media presence and assist with grant research and development. **Key Contributions:**

- **Streamlined social media management.** Devised new strategies for: maintaining consistent post schedule; creating style guide; and promoting brand via original editorial and graphic content. Doubled organic engagement over two quarters.
- **Expanded audience outreach.** Targeted specific audiences on Facebook for upcoming production. Launched email campaign aimed at regional university departments and programs. Contributed to increase in attendance, including sold-out shows.

Writing Tutor Specialist

Aug. 2014-Present

The Writing Center, University of Wisconsin-Milwaukee – Milwaukee, WI

Hired as part-time writing tutor to work one-on-one with interdisciplinary undergraduate and graduate writers in the planning, content development, organization, and revision of research and writing assignments.

Key Contributions:

- **Strengthened value and client trust of center.** Implemented active listening strategies to determine client needs. Consistently received positive feedback in anonymous client reviews.

University Educator and Researcher

Aug. 2013-Present

English and Film Studies Department, University of Wisconsin-Milwaukee – Milwaukee, WI

Recruited as graduate teaching assistant and instructor of record for roughly 500 undergraduate and college-bridge program students (face-to-face and online) in writing and media. Responsible for the design and management of a 3-year research project to fulfill requirements of the doctoral degree.

Key Contributions:

- **Communicated challenging concepts in interactive settings.** Advised and checked in regularly with students struggling with course content. Redesigned and implemented interactive lectures, small group discussions, and hands-on projects to enhance student comprehension and engagement.

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- **Developed and managed long-term original research project.** Wrote project proposal for department approval. Established subject matter expertise in digital media, girlhood, and brand culture and identified knowledge gaps in field. Regularly met writing deadlines, resulting in a 200-page manuscript.

Volunteer Conference Organizer

May 2014-Apr. 2019

The Midwest Interdisciplinary Graduate Conference – Milwaukee, WI

Volunteered in different roles (chair, vice-chair, hospitality liaison) for a graduate student-run conference focused on interdisciplinary research and creative work. **Key Contributions:**

- **Led team in expansion of marketing and promotion of conference.** Drafted call for research and creative presentations for the 2019 conference. Enlisted team to promote conference to relevant university programs. Result: increased number of applicants from previous year by 84%.
- **Negotiated budget constraints and saved money.** Estimated budget of \$9,000 based on carryover funds, previous support, and anticipated costs. Coordinated with organizing committee to accommodate university-wide budget cuts by finding cost-efficient venues, catering, printing, and office supplies. Completed conference with a surplus of \$2,000.

Marketing and Public Relations Assistant

Jan. 2013-Aug. 2013

New Mexico State University Carlsbad – Carlsbad, NM

Hired to assist the Marketing and PR Director with community outreach and promotion of community college programs. **Key Contributions:**

- **Publicized student and faculty relationship to community.** Interviewed students and faculty in the writing of newspaper editorials while maintaining college's brand and mission.
 - **Produced media content for website and television.** Developed production timeline of web media videos for campus departments and programs. Filmed and edited short commercials using Adobe Premiere Pro. Launched commercials for television broadcast and cinema advertising.
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EDUCATION

University of Wisconsin-Milwaukee

Expected: May 2020

PhD English (emphasis: Media, Cinema, and Digital Studies)

Graduate Certificate: Women's and Gender Studies

University of Wisconsin-Milwaukee

May 2015

MA English (emphasis: Media, Cinema, and Digital Studies)

University of Montana at Missoula

May 2012

BA English (emphasis: Creative Writing and Film Studies)

Edinburgh Napier University

Sept. 2011-Dec. 2011

ISEP Study Abroad Program – Edinburgh, Scotland, UK