

Frank Johnson

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PROFESSIONAL SUMMARY

Over 15 years experience in Traditional Marketing, Digital Media Production, Account Leadership, Department Manager, Sales and Internet Marketing, Project Management and Destination Marketing

WORK EXPERIENCE

Account Leader
Effective Sales Professional
Project Manager for Inc. 500 Marketing Company
10+ years in managing senior level clientele
Digital Media and Integrated Marketing Expert
Video Production Expert
Web Site Producer, Manager
SEO, CPA, Adwords, Analytics
Landing Page Optimization and Compliance
Familiar with HTML, CSS and PHP
Internet Marketing and Social Media Expert
Mac and PC Proficient
Technology and Trend Farmer

2013- Present Marketing and Sales, Blue Green Resorts, Charleston, SC

Build brand awareness of the Charleston, SC resort The Lodge Alley Inn. Top salesperson and commission earner. Selected to represent Blue Green at area tradeshow. Serve as concierge to Charleston visitors.

2011- 2013 Destination Management/Sales/Marketing, St. John Specialties, St. John, VI

Dramatically increased web presence through adept Social Media and Marketing. Coordinate destination travel and boat charters with corporate groups and large parties including meals, special events, transportation and creative activities. Plan any activity and suggest new events. Build positive relationship with local community.

2008-2010 Project Manager, Integraclick, Sarasota, Florida

Supervised and managed hundreds of diverse projects. Honed my proficiency in Internet, social media and affiliate marketing. Maintained budgets and hired outside vendors while providing best value to the Company. Supervised production of audio/visual presentations. Daily use of Microsoft Word and Project Management software. Implemented company-wide protocols for an Inc. 500 company. Creative and strategic optimization of websites and

driving traffic to websites that resulted in great customer satisfaction. Search engine optimization and analytics.

1996- 2008 Digital Media Department Manager, /Project Manager Astone-Panagraph, Fresno, California

Lead teams spanning California in producing all forms of digital media including videos, TV and radio commercials, interactive DVDs and CDs, Presentations and websites while working closely with the print art department. Digital media producer, director editor, writer, animator, video editor and photographer. Produced and created hundreds of impactful and behavior changing media tools. Maintain budgets and hire outside vendors. Evaluate and assess employee performance. Meet with clients and up sell products. Veteran of dozens of conventions and tradeshow as an exhibitor, researcher and organizer. Prepare budgets and staffing reports. Hire and train employees.

1995- 2000 Director of New Product Development, Digital Television Equipment, Fresno, California
Develop series of animation tutorials. Very successful sales record for high-end video editing equipment Technical support for video equipment. Train television stations on new equipment. Exhibitor at tradeshow and conferences.

EDUCATION

- Bachelor of Arts in Mass Communication and Journalism, California State University, Fresno
- C+ Computer Programming college course
- iPhone App Development college course
- Google Analytics Academy Certificate
- Digital Media Practical Learning Academy (Insatiable Self learning through blogs, tutorial, articles.
- Proud United States Air Force Veteran

TECHNOLOGY

Intimate knowledge of dozens of office, project management, design presentation and video production software and equipment including Photoshop, Dreamweaver, Final Cut Pro. Visio, Base Camp, JIRA, ActiveCollab, CRM, Microsoft Project, and Project Management software

HONORS

2007 San Diego AMY award for Outstanding Advertising Campaign

1996 - 2008 Several Telly awards for outstanding corporate videos and Television Commercials.

INTERESTS

Technology, History, Archeology, SCUBA, Wine Tasting, Cooking, Numismatics, Boating, Backpacking, Hiking, Art, Films, Writing, Fishing, Life