

Laci Johnson

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PROFESSIONAL SUMMARY:

Experienced business and marketing professional with a combination of marketing expertise and business growth and development skills. Effective communicator with the ability to think outside the box and convey value for businesses and clients.

KEY SKILLS:

- Social Media
- Branding
- Email Marketing
- SEO
- Press Releases
- Editing /Copywriting
- Website Management
- Market Research Analytics
- Event Marketing

EDUCATION:

Candidate for Master of Business Administration
Mount Saint Mary College College-Newburgh, NY

Anticipated Spring 2018

Bachelor of Science - Business Management and Economics Concentration-Marketing
SUNY Empire State College-New York, NY

August 2014

WORK EXPERIENCE:

9/2016-10/2017

Program Director

Access Health Systems- Latham, NY

- Managing and developing the creation of Access Municipal Risk Management and Access School Health Services.
- Developing a marketing plan for each program to spread the word and gain visibility.
- Networking at marketing events and shows to build contacts and connections.
- Administering and developing new ideas for each program.
- Traveling across New York State to towns and counties to meet with government officials about municipal services.
- Preparing marketing projects and presentations.

Marketing Director

7/2015-2/2016

The Galleria at Crystal Run Mall/ Pyramid Management Group-Middletown, NY

- Established marketing goals to optimize and increase market share and profitability of the center.
- Studied market trends; planned and executed innovative marketing plans and programs.
- Developed and administered the marketing budget for the center.
- Planned and oversaw advertising and promotions activity including print, electronic, direct mail.
- Served as PR spokesperson for live radio morning shows and television news interviews.
- Managed Center's social media presence and direct programs to improve social media reputation, recognition.
- Developed and maintained relationships with local media to enhance public relations and positive exposure.
- Prepared marketing activity reports and oversaw proper collection of all annual market research.
- Created leasing presentations and participated in leasing site tours.
- Directly supervised one subordinate supervisor who supervised two or more non-supervisory personnel
- Handled recognition and discipline of employees, addressing complaints, and resolving problems.

Marketing & Sales Assistant/Director of Client Relations

11/2014-5/2015

FOX Radio/ Sunrise Broadcasting- New Windsor, NY

- Coordinated sales promotions/events; created marketing materials for station, mailing/emailing client communication activities.
- Assisted with creating a social media strategy for the station.
- Researched statistics and figures for sales department; maintained and updated client database files.
- Compiled and edited press releases, proposals, monthly newsletters.
- Booked speakers for morning show, managing several ticket trade giveaways; strategized contest concepts.
- Assisted the station with live broadcast events including copywriting and supporting production team.

Independent Marketing Consultant

10/2014-5/2015

Clients: Dutchess County Arts Council, Hudson Valley Used Furniture, Ohms Electrical Construction, McGuire's Top to Bottom Cleaning.
Handled all of the following:

- Social Media Marketing and Management
- Event Marketing
- Strategy Development
- Email Marketing
- Ad Campaign and Direct Mail Management
- Website Maintenance

Social Media Marketing Director

5/2013-9/2014

Think Social First/Exclusive Events & Promotions: Poughkeepsie, NY

- Managed 10-15 business accounts and social media profiles, building brands for local businesses.
- Developed and executed event marketing and promotions strategies.
- Assisted with PR including email and event marketing campaigns.
- Created monthly analytic reports for clients.
- Provided creative brainstorming and implementation.
- Implemented social media strategy: marketing campaigns, content, Facebook, Twitter ad creation, search engine optimization.
- Participated in networking events.