

Krystel Johnson, M.A.

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www.krystelofficial.com

Ambitious worker with over 10 years of experience in media production, broadcast, graphic design, photography, digital media, marketing, and project management seeking to advance career in communication.

CORE COMPETENCIES

ADVANCED COMMUNICATION
BROADCAST JOURNALISM
PROJECT MANAGEMENT
ACCOUNT MANAGEMENT

STRATEGIC MARKETING
GRAPHIC DESIGNER
COMMUNITY OUTREACH
CLARTIY AND CONCISION

BRAND AWARENESS
EVENT PLANNING
ATTENTION TO DETAIL
PROBLEM-SOLVING

EDUCATION

Master of Arts – Communication, Spring 2020 | Specialization: Professional Digital Media
Texas Southern University, Graduate School of Communication, Houston TX

Bachelor of Arts – Communication, May 2018 | Specialization: Media Production
University of Houston-Main, College of Liberal Arts and Social Sciences, Houston TX

PROFESSIONAL EXPERIENCE

Graphic Designer & Digital Content Creator
Pink Pictures TV | Houston, TX

May 2018 – Present

- Manages the development of online digital content and broadcast operations including the production of documentaries, advertisements, video blogs, and entertainment/marketing campaigns.
- Provides a range of professional digital media services such as web design, broadcast video production, editing, ad design, and photography.
- Develops documentaries and other film projects from inception to completion. Creates scripts, treatments, graphics, and edit scenes using single and multi-camera angles.
- Coordinates a team of crew members with varying skill levels, while executing each stage of the production process for online and broadcast productions.
- Maintains effective project management skills which includes scheduling video and photo shoots, managing itemized costs, controlling risk management, and other business, leadership objectives.
- Produce still and motion graphic design artwork to support marketing efforts using state-of-the-art equipment and digital software. Proficient in Adobe Creative Suite; Photoshop, Illustrator, In-Design, Premier, and After Effects.
- Monitors online social media presence including Facebook, Twitter, Instagram, and Tumblr, to engage with users and strengthen relationships thus growing an engaged targeted audience.
- Performs effective research and development activities preceding new marketing projects to secure efforts and improve existing engagements.
- Achieved over 75% increase in social media interactions and profile visits, by developing and implementing innovative social media marketing strategies, according to Facebook and Instagram data analytics.

- Develops and maintain professional websites for businesses to collect information, sell products, services, manage schedules, display videos, and review data analytics.
- Utilize digital marketing strategies to conceptualize web design and improve search engine optimization for businesses such as: running a SEO website audit, including high-quality content, optimizing site speed for desktop/mobile devices, and improve online metadata.

Audio Visual Technician

Mar 2022 – Present

KJ Marketing Group | Houston, TX

- Design compelling content across multiple platforms including podcast broadcasting and various digital media platforms as well as creating teasers, daily content and posting it for MarketingMakeoverPodcast.com website, YouTube channel, and other KJ Marketing clients.
- Execute podcast video layouts as requested by the CEO Kristina Johnson. This includes but is not limited to set up of tables, chairs, podiums, microphones, camera equipment, lighting, editing, and AV carts.
- Create stories using text, photos, graphics, develop and oversee live streaming content. Engage local communities with polls on various digital platforms.
- Maintain an accurate and well-kept inventory of technical equipment and prepare the necessities for event production to provide an aesthetic and creative direction during the production process for live and recorded media programs.
- Conceive, researches, develops, and executes ideas and concepts into podcast content.
- Operates studio broadcast and production equipment and provide on-air hosting consistent with highest professional broadcast standards.
- Advance the KJ Marketing Group public image at community outreach events.
- Curates the digital content and shares it on various social media platforms, to include Facebook, Twitter, etc.
- Monitor real-time analytics with KJ Marketing Group, assist guests with special requests, follow show agenda to service the host and execute assigned tasks effectively.
- Assists the podcast host by training other on-air guests and serving as team director during production.

Social Media Marketing Coordinator

Feb 2022 – Jul 2022

Truss Hair & Beauty Supply | Humble, TX

- Developed and implemented a comprehensive social media marketing plan for Truss Hair and Beauty Supply.
- Created, curated, and managed all published content on social media by planning and setting goals in advance to create a regular publishing schedule.
- Implemented a content editorial calendar to manage content and plan specific, timely marketing campaigns for Truss Hair and Beauty Supply social media accounts.
- Developed branding material, relevant content topics to reach the target customers to create awareness, and establish online reputation.
- Researched and evaluated the latest trends and techniques to find new and better ways of creating content and measuring social media activity.
- Monitored, listened, and responded to users online in a *social* way and developed creative, engaging social media marketing strategies.
- Oversaw the design of all social media platforms including Instagram, Facebook profile pic, thumbnails, ads, landing pages, blog posts, and more.
- Designed, created, and managed promotions for social ad campaigns.
- Photographed products for website.
- Designed and implement media decks, kits, look books, sponsorship proposals for Truss Hair and Beauty Supply.
- Maintained active and relevant social media posts. Built online reviews, boosting reputation, and responded to each review.

- Became an advocate for Truss Hair and Beauty Supply in media spaces, engaging in dialogues and answering questions where appropriate.

Social Media Manager & Graphic Designer

Feb 2020 – Mar 2022

KTSU 90.9 FM The Choice | Texas Southern University, Houston TX

- Created promotional videos for online distribution, organize marketing materials, provide media coverage for public events, and represent the radio station on demand as needed.
- Developed digital content and manage the production of online videos for KTSU and “THE VIBE” that increases brand awareness and builds new audiences via Facebook, Instagram, Twitter, YouTube, and LinkedIn.
- Supported KTSU and “THE VIBE” by managing day-to-day activities to develop audiences for each digital platform.
- Communicated regularly with industry professionals, influencers, and important community figures, such as The Mayor, to create a strong network of support within KTSU and engage with our target audience during community events and festivals.
- Worked closely with KTSU directors, volunteers, and interns to promote events and work directly to ensure the greatest attendance at all events especially the ones where KTSU and “THE VIBE” on-Air talent will host or participate.
- Tracked the attendance at all events through app downloads, give-a-ways, promotional items and collect feedback from the attendees.
- Developed digital outreach campaigns that will grow KTSU’s listenership, social media reach, engagements, app downloads, and the KTSU website’s unique visitors.
- Implemented new strategies to build awareness of KTSU and “THE VIBE” that will improve ad sales, promote brand awareness, strengthen media partnerships, and increase listenership with an emphasis on targeting our local community.

ACCOMPLISHMENTS

Podcast Video Producer, <i>Make It Happen Hosted by Keith Palmer</i>	Feb 2022
Newsletter Graphic Designer, <i>Athletes In Acting Awards</i>	June 2022
Business Marketing Specialist, <i>The Official Chiefs Pop-up Shop</i>	May 2022
Production Company Business Owner, Pink Pictures TV	June 2018
Documentary Producer/Editor, <i>Homelessness Unsheltered</i>	August 2019 – May 2020
Social Media Director, Children 4 Tomorrow non-profit organization	May 2018 – August 2019
News Broadcast Intern, Channel 13 KTRK Disney ABC	August 2017 – December 2017
Production Director, UH Center for Student Involvement	May 2015 – May 2016
Social Media Marketing Internship, University of Houston CFSL	May 2016 – August 2016
Hootsuite Social Media Certification Course	December 2016
Article Author, <i>Every Product Has a Story</i>	December 2015
Communications Liaison, UH Student Housing and Residential Life	May 2015 – August 2016
Broadcast Production Technician, Beaumont Independent School District	August 2010 – May 2012

SKILLS AND SOFTWARE

Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Photoshop CS5, Adobe In-Design, Adobe Premiere, Hootsuite, Final Cut Pro X, Final Cut Pro 7, iMovie, QuickTime Media Player, Microsoft Office Suite, Wix, MailChimp, People Soft Campus Solutions, Touch Net (One Web), RevenuVision