

5343 Hagemann St.  
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## Professional Success

### Multimedia Manager, Webmaster - Smith & Loveless, Inc.

December 2008 to Present

Key, senior member of an industry-award-winning, in-house marketing team (Best Ad Campaign – Water World)

#### Smith & Loveless Corporate Website

- Research companies, negotiate contract and manage relationship with outside website development vendor to continuously add more features, such as a Spanish language toggle at SmithandLoveless.com.
- Update website daily with new content to keep site fresh and current.
- Partner with S&L's IT department to optimize website with current software and hosting.
  - Tripled page views from 250 per day to 800 per day.
  - Nearly tripled website inquiries from 70 per month to 190 per month.
  - More than 3 Pages per Session and Session Duration of more than 3 minutes.
  - Bounce rate of less than 42%, 16% less than the industry average for a B2B website.

#### Smith & Loveless Website Network

- Design, build, maintain and promote S&L's network of 10 additional websites, plus an intranet site.
- Improve SEO rankings with responsive designs, SSL certificates, on-site content and meta data.
  - ShadeAide.com has a Bounce Rate of less than 6% and session duration 2:59 on a 5-page site.

#### Direct and Social Media Marketing

- Design, write and distribute successful email marketing campaigns to 14 International Markets.
  - Sent more than 100 eBlasts with open and click rates above industry average in past 12 months.
- Launched and continue to build S&L's social media network.
  - 2,000+ followers earned by creating valuable content and actively responding to direct messages.

#### Event Planning and Other Tasks

- Plan and promote special events, including annual awards dinners, sales meetings and engineering seminars for up to 250 attendees, both in U.S. and overseas.
- Research, negotiate contracts and secure hotels, event venues and other vendors.
- Work with venues to develop event menus and floor plans.
- Promote and manage attendee lists for each event, keeping all attendees informed of updates.
- Design all print collateral, signage and presentations for each event.
- Serve as on-site event manager.
- Conduct follow-up surveys to improve annual events.
- Plan, design, build and promote interactive Product CDs with engineering catalogs and other information.
- Assist with other marketing tasks, including logo development, brochure design, article writing and more.
- Previously managed staff of interns with projects based in web, print, direct marketing and event planning.

### Marketing Communications Coordinator - Smith & Loveless, Inc.

October 2003 to December 2008

One of two strategic communication professionals who managed the entire communication for the Corporation.

- Successfully managed all aspects of S&L's monthly corporate newsletter, from design to writing articles.
- Designed and wrote content for single and multi-page product bulletins.
- Developed multi-page direct mail parts catalogs.
- Created large format signage for events and trade shows.
- Designed, maintained and promoted company websites, increased visitors through SEO practices.
- Designed and developed interactive Product CDs and Catalogs for distribution to reps and customers.
- Efficiently planned and promoted trade show program throughout the U.S.

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## Assistant Network Administrator - William Allen White School of Journalism, University of Kansas

November 2000 to June 2003

One of two IT professionals for the School of Journalism, maintaining the entire computer network of 200+ Apple and Windows computers in four buildings on two campuses.

- Hired, trained and supervised a skilled team of student lab assistants who helped students learn software.
- One of two faculty/staff members qualified to train students in web design, development and site organization.
  - Instructed Multimedia Reporting students in basic web page design in Dreamweaver.
- Voluntarily worked with the KU Endowment Association's Development Director and student content creators to produce the J-School Alumni Newsletter.
  - Interviewed and hired students, then worked with them to produce the newsletter.
  - Students earned credit hours for the project.

## Web Designer - Chroma Communications / Interwerk

April 1999 to November 2000

One of two web designers, my first experience designing for the web.

- Worked directly with clients, advertising agencies and in-house programmers to design eye-catching websites.
- Designed user interfaces and developed interactive CDs.
- Developed my ability to design / build websites and manage a client relationship.

## Expertise

Personable and encouraging supervisor with advanced Apple and Windows experience.

I am proficient in:

- Constant Contact
- Dreamweaver
- Fireworks
- Illustrator
- InDesign
- Mailchimp
- Office
- Photoshop
- Premier
- SharePoint
- WordPress / Drupal / .NET Content Management Systems

## Volunteer Experience

Even with limited time, it is important to give back to causes that are important to me:

- **Webmaster - Lawrence150.org** - Appointed by the City to design and build the Lawrence Sesquicentennial website.
- **Webmaster - ProtecttheChest.com** - Website design, build and maintenance for a breast cancer nonprofit.
- **Board Member - Angel Paws** - Board Member responsible for communications and events.

## Education

BS in Journalism, Advertising Emphasis - University of Kansas, December 1998

## References

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