

Anthony Johnson

AnthonyJohnsonOnline.com

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Contact

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Skills

Apple & Windows Proficiency

Webinar Creation & Promotion

Adobe Creative Cloud

- Dreamweaver
- Illustrator
- InDesign
- Photoshop
- Premiere Pro

Microsoft

- Office (Word, PPT, Excel)
- SharePoint
- Teams

Content Management Systems

- WordPress
- Drupal
- Microsoft .NET

Email Marketing

- Constant Contact
- Mailchimp

Education

Bachelor of Science in Journalism

Advertising Emphasis
The University of Kansas

Volunteer Experience

Webmaster

Lawrence150.org
ProtectTheChest.com

Board Member, Marketing

Angel Paws

Non-Marketing

KC Pet Project
Lawrence Community Theatre

Summary of Qualifications

- Data-driven, web and multimedia manager / webmaster with 20+ years of experience and proven ability to increase traffic and inquiries.
- Social media and email marketing campaign expertise, generating increases in followers, as well as above average email open and click rates.
- Strong ability to collaborate with others honed through event coordination working with vendors and venues to execute successful events for up to 250 attendees.
- Creative and innovative designer / marketer who delivers quality print and on-line projects with a clear, persuasive message and stays up-to-date on technology trends to remain current and relevant.
- Organized professional with strong project management skills, ability to manage and prioritize multiple tasks and personnel efficiently and effectively.

Professional Success

Multimedia Manager, Webmaster - Smith & Loveless, Inc.

December 2008 to Present

Smith & Loveless Corporate Website

- Research companies, negotiate contracts, and manage relationships with outside website development vendor to continuously add more features, such as a Spanish language toggle and 360-degree product viewer at SmithandLoveless.com.
- Partner with S&L's IT department to optimize website with current software and hosting, resulting in tripled page views and website inquiries, multiple page views with more than 3-minute session duration, and a bounce rate of 42%, 16% less than the industry average for B2B sites.
- Regularly write and design content to keep site current and fresh.

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.

Direct and Social Media Marketing

- Manage social media network, utilizing creativity and focusing on the audience to ensure relevance and encourage engagement.
- Design, write and distribute successful email marketing campaigns to 14 international markets, resulting in open rates near 20% and a click rate of 7% in FY19.
- Launched S&L's social media network in 2009 and continue to build followers in 4 different platforms, resulting in a 42% increase in LinkedIn followers in FY19.

Event Planning and Other Tasks

- Plan and promote all aspects of large-scale professional events, including annual awards dinners, sales meetings, engineering seminars and webinars both in U.S. and overseas; research and negotiate contracts, collaborate with venues on event details, design all print collateral and signage and create marketing plan for each event.
- Create interactive product CDs with engineering catalogs.
- Managed staff of interns with projects based in web, print, direct marketing and event planning.

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References

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Candice McField Fitness

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By the Numbers

Smith & Loveless, Inc.

SmithandLoveless.com

Tripled pageviews and inquiries during past decade.

Smith & Loveless, Inc.

ShadeAide.com

2.5% Bounce Rate during 3-year lifespan of website (avg. B2B rate is 58%).

Smith & Loveless, Inc. Social Media

Increased LinkedIn followers by 42% in FY2019, 10 years after account launch.

Kerby Farm Pumpkin Patch

Gained more than 6 million Facebook impressions during a 4-month period during the 2019 season.

Additional Experience

Marketing Communications Coordinator - Smith & Loveless, Inc.

October 2003 to December 2008

- Successfully managed all aspects of S&L's monthly corporate newsletter, multi-page product bulletins, and multi-page direct mail parts catalogs, from design to written content.
- Designed, maintained, and promoted company websites, increased visitors through SEO practices.

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

November 2000 to June 2003

- One of two IT professionals for the School of Journalism who maintained 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 on basic web page design in Dreamweaver.
- Voluntarily collaborated with the KU Endowment Association's Development Director and student content creators that I hired to produce the J-School Alumni Newsletter.

Web Designer - Chroma Communications / Interwerk

April 1999 to November 2000

- 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 client relationships, allowing me to develop skills I use every day both as a full-time professional and freelancer.

Marketing and Web Design Freelancer

July 1997 to Present

- Gained hands-on experience by designing and building more than 100 websites during my 20-year career.
- Offer complete marketing services from social media marketing to branding and print design, including large format trade show signage.
- Work with clients from coast-to-coast, including a New York Times Best-Selling Author to small, local non-profits.
- Build strong relationships with clients - several lasting a decade or more - to thoroughly understand their personal and organizational needs and deliver customized, visually appealing messaging.
- Proudly offer timely, friendly and accurate customer service and free brainstorming sessions with clients to continuously better their brand.
- Stay current on software, design and marketing trends to offer best practices to every client.
- Praised by clients for punctuality, professionalism, strong ability to listen to client's needs and proven results.