

Anthony Johnson

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Contact

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Lee's Summit MO 64064

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, Webmaster & Events

Marketing Member

G.I.F.T. - Generating Income for Tomorrow,

Social Media Graphic Designer

References

Available upon request

Summary of Qualifications

- Data-driven, web and digital marketing manager with proven ability to increase traffic and inquiries.
- Social media and email marketing campaign manager with consistent social growth and above average email open/click rates.
- Strong, large-scale project manager with long history of successful event management.
- Creative designer / marketer with a portfolio of hundreds of print and on-line projects that have a clear, persuasive message.
- Organized professional with reliable 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 Website Network

- Design, build, maintain and promote S&L's network of websites.
- Improve Search Engine Optimization rankings with responsive designs, SSL certificates, link building, meta data and other best practices.
- Partner with S&L's IT department to optimize website hosting, resulting in significant improvements in stats:
 - Increased site Users more than 25% during last 4 years.
 - Bounce rate of 42%, 16% less than industry average for B2B sites.
- Research companies, negotiate contracts, and manage relationships with outside website development vendor to continuously add features to S&L corporate website.
- Regularly write and design content to keep site current and fresh.

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 on-line relationships, resulting in a 42% increase in LinkedIn followers in FY19 and another 14% in FY20.

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.