

KRYSTAL JOHNSON

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🌐 www.krystaljohnsoncreativeproductions.com

VIDEO PRODUCTION

PHOTOGRAPHY

GRAPHIC DESIGN

PROJECT MANAGEMENT

CREATIVE CONCEPT DESIGN

ADOBE CREATIVE SUITE

SOCIAL MEDIA MANAGEMENT

PROFESSIONAL EXPERIENCE

CREATIVE SPECIALIST

PREMIER CLAIMS | JULY 2022 - PRESENT

- Collaborate with fellow members of the marketing team to develop content strategies that drive engagement and support business goals.
- Maintain consistency in brand messaging and visual identity across all content and communication channels.
- Stay current with industry trends, best practices, and emerging technologies to improve content quality and effectiveness continuously.
- Film and edit long and short-form video content, as well as graphics used for social channels.

DIGITAL MARKETING COORDINATOR

KUBAT HEALTHCARE | DEC 2021 - JULY 2022

- Maintained the company's social media channels and helped establish a detailed yearly social media plan.
- Designed online posts, social media ads, and other graphic design work when needed.
- Created a successful onboarding video campaign and utilized the footage to create customer assist videos that educated them on the company's many services.
- Helped coordinate event sponsorships and worked with other marketing vendors.

MARKETING & PUBLIC RELATIONS COORDINATOR

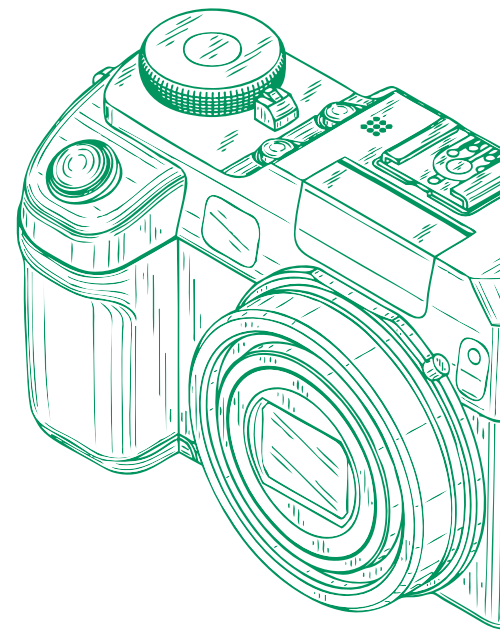
THE 712 INITIATIVE | DEC 2021 - JULY 2022

- Maintained the company's social media channels.
- Created a monthly newsletter.
- Designed event marketing material for swag.
- Started a successful TikTok channel.

SOCIAL MEDIA COORDINATOR

RIGHT STUF ANIME | DEC 2021 - JULY 2022

- Maintained different social media channels, reported stats and conversed with customers.
- Created a successful QnA video campaign that included videos that educated customers about their orders and products.
- Wrote email copy and product reviews.



EDUCATION

WESTERN TECHNICAL COLLEGE

ASSOCIATES DEGREE

Visual Communications

WARTBURG COLLEGE

BACHELOR'S DEGREE

Digital Cinema & Public Relations

REFERENCES

BREE BAIN

CURRENT MANAGER

✉ bbain@premier-claims.com

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MADISON GILBERT

PREMIER CLAIMS HR MANAGER

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