

# Miranda Johnson

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## Experience

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### WorkLife WellBeing | CHICAGO, Illinois

#### Brand Manager | 06/2023 - Present

- Develop and execute all visual media and marketing content, ensuring consistency with brand identity.
- Manage social media platforms, creating and scheduling posts that engage the community and increase brand visibility.
- Report on marketing ROI, analyzing data to inform strategies and optimize campaigns.
- Collaborate with department managers to create tailored marketing strategies that promote their services and events.
- Market and operate special classes, driving participation and ensuring successful event execution.

### River North Gym | CHICAGO, Illinois

#### Graphic Designer and Marketing Coordinator | 11/2019 - 06/2023

- Collaborated with a team to design and create engaging digital marketing materials tailored for the gym community.
- Executed management's marketing strategies, aligning creative efforts to achieve and exceed monthly revenue goals.
- Managed social media platforms, consistently posting content to maintain an active and engaged brand presence.

### Chicago Prohibition Tours | CHICAGO, Illinois

#### Tour Guide and Writer | 06/2019 - 06/2022

- Led engaging and informative tours for groups of up to 25, exploring four historic speakeasies from the 1920s Prohibition era.
- Delivered a comprehensive 4-hour presentation on 150 years of American history leading to, during, and following Prohibition.
- Ensured guest safety and satisfaction by mingling with participants, addressing their questions, and enhancing their overall experience.
- Conducted in-depth research and authored a 4-hour walking tour on high-class prohibition life, a program that remains in use today as a key company offering.

### Shriners Hospitals for Children | Savannah, Georgia

#### Storyboard Artist, Animation | 04/2016 - 06/2016

- Collaborated with Shriners Hospitals for Children and a talented team to create a short animated film focused on safety around lawnmowers.
- Developed storyboards, effectively translating the safety message into engaging visual narratives.
- Solved story and animation issues, ensuring the film's message was clear and impactful.
- Contributed to the animation process, including scene animation, clean-up, inking, and coloring, to deliver a polished final product.

## Skills

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Adobe Creative Suite, Brand Management, Social Media Management, Strategic Marketing, Graphic Design, Photography, Video Production, Photo Editing, Leadership, Management Experience, Brand Development, Strategy Development, Social Media Marketing, Photo Retouching, Video Editing, Events Management, Event Marketing, Market Analysis, Time management, Guest services, Client Relations, Writing Skills, Creative Writing, Creative Direction, Concept Development, Microsoft Office

## Education

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### Savannah College of Art and Design | Savannah, Georgia

#### Animation, Story Boarding, Creative Writing | 06/2017

- Honors Scholar for all four years of education. Graduated Summa Cum Laude.
- Served as a peer tutor and teaching assistant for 2D animation and After Effects, helping students enhance their skills and understanding of the software.
- Contributed to the production of several senior films, including *Bygone*, *Zodiac Run*, *Aurora*, *Revolver*, *To the Lobby*, *Valerie and Veronica*, *Mukwa*, *Safety Tips with Fezzy*, and *De-Generate*, gaining hands-on experience in various aspects of filmmaking.