

ALEXIA K. JOHNSON

Communications Professional

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EXECUTIVE SUMMARY

Picture this: a communications aficionado on a mission to revolutionize your team's strategy - that's me.

With proven project management success, I consistently deliver top-notch results on time and within budget. My passion for crafting compelling communications strategies and a sharp understanding of local and international media markets position me as an asset for any organization.

PROFESSIONAL EXPERIENCE

Content and Marketing Lead

Fincastle Media Group | Nassau, The Bahamas

Sept. 2022 - January 2024

- Spearheaded the development of creative communications strategies across multiple client accounts — averaging three team members each— and managed each project scope to ensure client's objectives were achieved within budget
- Produced and reviewed project deliverables including brochures, website copy, mobile video and photography, social media copy, executive quotes and presentation decks
- Managed diverse social media accounts for various clients, driving significant growth across platforms. This included reviewing content produced by internal teams for publication
 - Achieved an **83.3% increase** in reached accounts on Facebook and a **139.8% increase** on Instagram within one year, resulting in increased in-store foot traffic and sales

Communications and Copy Manager

ALIV | Nassau, The Bahamas

Aug. 2021 - Aug. 2022

- Crafted external and internal communications plans and tactical assets that assisted the company in achieving business objectives
 - Company **achieved market share** while following this communications strategy as part of a larger marketing strategy
 - Company **launched its flagship philanthropic arm** as part of this communications strategy, highlighting its emphasis on community impact
- Positioned the company as a thought leader through the development of a proactive executive positioning strategy, which included talking points, relevant speaking & media opportunities, and presentation decks for events
- Email marketing campaign engagement **increased by 5%** by implementing strong CTAs and trackable links that drove traffic to e-commerce and other digital platforms

Communications Associate

Three Box Strategic Communications | Remote (Dallas, TX)

Nov. 2020 - Aug. 2021

- Coordinated and produced digital donor and alumni-focused newsletters and corresponding social media content for a non-profit client in the education sector which impacted donations and digital engagement
 - The client exceeded fundraising goals for that year and set a new fundraising record
- Spearheaded an influencer campaign for a non-profit medical client which **earned 33.8K social and traditional media impressions**

Account Coordinator

Touchdown PR | Austin, TX

Feb. 2020 - Sept. 2020

- Collaborated closely with cross-border teams based in the USA and UK to conceptualize and pitch compelling story ideas, original bylines, and quotes to technology and lifestyle publications across Europe and the US
 - Placed an article that I drafted in an industry publication with a **circulation of 300K+**
 - Placed a quote that I drafted for a client executive in a publication with a **circulation of 930K+**

EDUCATION

University of North Texas
Bachelor of Arts in Public Relations