

Resume: DeJanae Johnson



DeJanae Johnson

701 E Chapman Avenue
Orange, CA 92866
O: 949-215-5539
C: 949-993-6246
patrick@communicationslab.com

Summary

Dynamic marketing professional with a proven track record in driving sales and enhancing brand presence. At Nordstrom, she boosted brand reputation and customer satisfaction through compelling fashion narratives. Her role allows her to leverage her creative vision, strategic skills, and event curation expertise in delivering impactful results.

Education

Bachelor of Arts,
Public Relations and Advertising
Cal State Dominguez Hills

Areas of Expertise

Strategic Communication
Negotiations Public Speaking
Community Outreach
Event Logistics
Event Planning
Event Management

Tactics & Skills

Community Engagement
Leadership
Event Management
Public Outreach
Negotiations
Time Management
Efficient Communications
Relationship Building
Event Curation

Account Manager

Communications LAB
2024-Present

- Provide comprehensive account management support for clients with a focus on networking and relationship building.
- Develop & Implement client-specific strategic planning and communication goals.
- Curate and execute social media, email communication and newsletter campaigns to engage membership attendance and retention

Marketing Specialist

A New De Inc.
2020-2023

- Achieved a 39% increase in social media engagement through strategic content creation and management.
- Consistently surpassed quarterly growth targets by 24%, driving significant revenue growth for clients.
- Orchestrated Google Ad campaigns with an 11.64% conversion rate and improved organic traffic by 34% through SEO optimization.
- Built a network of 500+ professionals and planned monthly events, fostering collaborations and expanding client outreach.

Brand Manager

Flexwork
2019 - 2020

- Event Logistics Oversight: Managed venue contracts, on-site requirements, and post-event finances for seamless execution.
- Program Coordination: Collaborated with talent and venue staff to develop comprehensive event programs and schedules.
- Clear Communication: Served as a liaison between event hosts and talent managers, establishing effective communication channels.
- Proactive Problem Solving: Anticipated and addressed potential issues, ensuring smooth collaboration with cross-functional teams.

Brand Manager

Aelius MD, Inc.
2018 - 2020

- Implemented custom market penetration strategy utilizing paid media marketing (Facebook ads, SEOs), email marketing, and direct selling.
- Product Guide Development: Developed new product guide handouts for trade shows, mass mailing lists, and email blasts, targeting urgent care and private practices.
- Trade Show Management: Designed and organized booth spaces enhancing brand awareness and presence in a competitive field.