



# Christina Johnson

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## SUMMARY

Dynamic event specialist with a proven track record of executing impactful, mission-aligned events that elevate brand visibility and community engagement. Skilled in project management, vendor coordination, and seamless event execution, with a strong ability to manage complex logistics while fostering vibrant cultural connections. Committed to excellence and delivering memorable experiences for diverse audiences.

## EXPERIENCE

### Social Media Manager Mynd Matters Publishing

Atlanta, GA | 11/2024 – Present

- Developed and scheduled email and social media campaigns, increasing audience engagement by 30%.
- Designed visually compelling assets using Canva and Adobe Creative Suite, aligning with brand standards.
- Analyzed campaign performance metrics (open rates, CTRs) to refine strategies and enhance effectiveness.

### Film/Tv Sync Intern She Is The Music

Atlanta, GA | 06/2024 – 08/2024

- Assisted with music placements for the blockbuster film The Fall Guy, starring Ryan Gosling.
- Gained hands-on experience in spotting, budgeting, clearance, and editing processes.
- Collaborated with film and TV executives to ensure seamless synchronization of music assets.

### Social Media Manager/Fellowship Warner Music Blavatnik Center For Music Business

Washington, D.C | 08/2023 – 08/2024

- Coordinated major events such as the Tom Joyner Easter Egg Scholarship Hunt, engaging over 500 attendees and raising \$5,000 for scholarships.
- Developed creative social media campaigns, increasing engagement by 30% and growing followers by 800 within six months.
- Managed vendor relationships and event logistics, ensuring flawless execution and alignment with brand goals.

### Executive Assistant & Event Coordinator Culture Creators

Washington, D.C. | 06/2023 – 08/2024

- Planned and executed high-profile events, including the BET Culture Brunch, boosting attendee satisfaction and media coverage.
- Designed event marketing assets that increased RSVP rates by 15%.
- Liaised between artists, sponsors, and organizational stakeholders to facilitate seamless communication and collaboration.

### Product Development and User Experience Intern BetMGM

Washington, D.C | 06/2023 – 08/2023

- Conducted competitive analysis to identify trends and opportunities in digital marketing.
- Supported email and push notification campaigns targeting user acquisition and retention, contributing to a 10% increase in active users.

## PROGRAMS

### Sales Fellowship Vanguard

Washington, D.C. | 08/2023–05/2024

- Engaged in extensive training to master Vanguard's suite of investment products and services, including mutual funds, ETFs, and retirement accounts. Utilized this knowledge to educate and advise clients on investment strategies that align with their financial goals, enhancing client trust and satisfaction.
- Collaborated with senior sales representatives to design and implement targeted sales campaigns. Analyzed market trends and client feedback to refine sales pitches, leading to a 15% increase in client acquisition and a notable improvement in client retention rates.

## EDUCATION

**Howard University School of Business** - Bachelors of Business Administration Marketing | Magna Cum Laude | Washington, D.C.

**Certifications** : Google Data Analytics | HubSpot Social Media I & II | Chartmetric | Social Justice

## Skills

- Administrative Excellence*: Calendar management, meeting coordination, and client relationship support.
- Creative Expertise*: Talent scouting, content development, scheduling, and event coordination.
- Technical Proficiency*: Google Workspace, MS Office Suite, Mac & PC platforms, social media analytics tools (Buffer & Mailchimp), Google Suite, ESP platforms (Iterable, Digiioh), Data Analytics tools.
- Philanthropy*: Easter Egg Scholarship Hunt, Food4Friends Volunteer, Angel Tree Program Volunteer.
- Event Coordination*: Logistics planning, timeline management, stakeholder collaboration.
- Social Media Strategy*: Campaign development, audience engagement, platform expertise.
- Talent Management*: Coordination, scheduling, community outreach.
- Creative Tools*: Canva, Adobe Creative Suite, Airtable.

## AWARDS AND AFFILIATIONS

**Other Affiliations** : HUSA AIM Mentorship, BEST You Mentorship, Transfer Student Association, HU Lions Club, NABA, Black Wealth Summit

**Awards** : Julian Petty Award, TMCF Scholar, Black Wealth Summit HBCU Pitch, NABA PTC Scholarship, HU PNC Center Community Impact Award,

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