

BRYAN JOHNSON

Digital Marketing Manager

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PROFILE

Multifaceted Digital Marketing Professional with a stellar career conceptualizing and commanding content across diverse communication platforms. Combines creative sensibility, strong project management proficiency, and a keen focus on quality to produce high-caliber communications within promised deadlines.

AREAS OF EXPERTISE

- Content Strategy
- Social Media Marketing
- Influencer Marketing
- Copywriting
- Research & Development
- Campaign Performance Optimization
- Proofreading & Editing
- Resource Management

EDUCATION

B.A., Communications & PR
University of Toledo – Toledo, OH

M.S., Entertainment Business
Full Sail University – Winter Park, FL

CERTIFICATIONS

Social Media Marketing Certification
Hootsuite Academy

Facebook Blueprint Certification
Facebook Inc.

Snapchat Essentials
Snap Inc.

Google Ads Display Certification
Skillshop

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

2023 – Present

Experian – Costa Mesa, CA

As a pivotal member of the Experian Integrated Marketing team, my role as a Digital Marketing Specialist encompasses the strategic oversight and execution of comprehensive digital advertising campaigns across a multitude of platforms with the purpose of driving web and app acquisitions.

- **Partner and Agency Collaboration:** Foster strong relationships with key digital advertising platforms and agencies, ensuring innovative and optimized creative strategies.
- **Influencer Marketing Program Management:** Spearheaded Experian's Influencer Marketing program by developing strategic ideas aligned with campaign objectives. Partnered with agencies like CreatorIQ, Influential, Whalar, Cameo, VaynerSports, and platforms such as Snapchat and Meta Creator Marketplace. Executed direct influencer buys, led influencer vetting, script creation, and ensured all content complied with legal guidelines. Maintained brand integrity and adherence to advertising standards through meticulous attention to detail.
- **Performance Monitoring and Optimization:** Responsible for the continuous monitoring of campaign metrics for our partners, ensuring optimal performance and efficiency. My hands-on approach involves making data-driven decisions to adjust and refine strategies as needed, aligning with our core marketing objectives.

Social Media Strategist

2021 – 2023

Experian – Costa Mesa, CA

As a Social Media Specialist at Experian, my primary tasks include the development of organic social media content, encompassing text, visuals, and video, as well as managing the social media calendar and conducting daily social reporting utilizing tools such as Khoros, Later, Talkwalker, and Brandwatch.

- **Content Strategy and Publishing:** Skillfully execute social media publishing and content strategies, ensuring all posts are accurate, on-brand, and timely, specifically tailored for B2C content across Twitter, Facebook, Instagram, Snapchat, YouTube, and TikTok.
- **Creative Storytelling and Engagement:** Utilize my strengths as a storyteller and creative thinker with a keen eye for social and viral trends to captivate and engage our target audience. Proactively identify and leverage emerging social media platforms to expand our reach and engagement.
- **Data-Driven Decision Making:** Assist with video production and lead the tracking and reporting of critical metrics across Experian's social channels. Utilize data analytics to refine content strategies, enhance reach, and achieve brand objectives.

PROFESSIONAL EXPERIENCE, CONTINUED

- **Cross-Functional Collaboration:** Collaborate closely with creative teams, marketing, and consumer insights to support brand objectives, highlight essential products, and promote product launches, employing project management tools like Wrike for seamless execution.
- **Social media Listening and Analytics:** Implement social media listening strategies and provide insightful analytics to monitor KPIs, focusing on increasing engagement, follower count, conversions, and community building.

Media Director

2019 – 2024

Mount Enon Missionary Baptist Church – Dayton, OH

- **Technical Production and Content Creation:** Developed and provided technical production support for worship services, creating a seamless experience for both in-person and online congregations. Generated engaging web content, collaborating with subject matter experts to ensure messaging consistency.
- **Graphic Design and Multimedia:** Designed captivating graphics for advertisements, including direct mail campaigns, contributing to the church's visual appeal and outreach efforts. Prepared and submitted compelling stories, photographs, and multimedia products for the website and social media platforms, enhancing the church's digital footprint.
- **Video Production and Social Media Management:** Directed weekly videos to announce upcoming church events, significantly increasing website viewership and improving attendance at church events. Elevated the church's social media presence by 60% through the development of engaging post content and the application of social media best practices, thereby increasing community engagement and participation.

Social Media Specialist

2013 – 2020

Kaplan, Inc. – Orlando, FL

- **Social Media Management and Engagement:** Spearheaded the management and strategic engagement across Kaplan-branded social media platforms, including but not limited to 10 Facebook pages, 10 Twitter handles, and 10 Instagram accounts, in addition to Reddit, customer review sites, and Google Business pages. This extensive portfolio underscored my capability to tailor content and interactions to diverse audience segments effectively.
- **Content Strategy and Execution:** Maintained the Kaplan Test Prep content calendars and posting schedules utilizing advanced tools such as Sprout and Hootsuite, ensuring a consistent and impactful online presence. My role was integral in fact-checking and editing a wide array of content, including news articles, infographics, and captions, ensuring their accuracy and alignment with brand standards before publication across print, social media, and web channels.

AWARDS & RECOGNITION

5x Experian Spot Award Winner - (2023, 2024, and 2025)

First Place, Special Broadcast (Myths & Legends) – College Broadcasting Incorporated (2010) National Finalist,

Sports Broadcast – College Broadcasting Incorporated (2010)

National Finalist / 3rd Place, Sports Reporter (2010) Best

News Special / 1st Place – Newscast (2010)