

Cindy (CJ) Johnson
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**Marketing & Communications Manager • Creative/Art Director • Public Relations Specialist
Advertising & Promotions Developer • Account Manager • Business Developer**

Visionary specializing in developing and directing creative marketing campaigns. Known for building well-balanced teams, managing accounts, growing new business and driving success in the global market place.

Dynamic communicator with diverse experience in commercial marketing, communications and design arenas driving small to large scale business initiatives with innovative processes and measurable ROIs. Demonstrated success in delivery of programs from design inception to national launch, while driving the organizational relationships and business partnerships to their next level. Intuitive, quickly assessing situations and implementing effective strategies. Solid performer, driving consistent brand message through diverse marketing communications. Energetic and passionate towards building, mentoring and leading talented teams in designing solutions that meet business's strategic and operational objectives.

Key Strengths:

Global Communications	Creative Direction	Process Improvement	Change Management
Cross-functional Management	Media Management	Public Relations	Event Management
Account Management	Business Development	Strategic Alliances & Partnerships	Program Launch

PROFESSIONAL EXPERIENCE

Marketing & Communications Manager

Image Designs – Denver, CO

1/00 - present

Drive creative strategies in developing and producing quality Marketing and Communications solutions to meet client's business objectives by cultivating business relationships with internal teams, channel partners, and outside vendors. Creative mastermind providing full-phase team direction including marketing and advertising initiatives (brand and product identity: direct mail; internet presence; packaging and point-of-purchase displays; media kits; tradeshow exhibits and premium items). Direct research and implement strategies to develop new business.

Client Portfolio: UnderCurrents Radio, Jones Radio Network, Paragon Media Strategies, Media Mechanics, Journey to Me, Bray Whaler International, Alpine Herbal Wellness, Earth Tech Energy Systems, Eye Catching Marketing, Old Greenwich Builders, Life Saving Solutions, Worldwide Resources, Sun Microsystems, FirstData, Junior Achievement, Lucent Technologies, Lantz-Boggio Architects, Navidec, Core Companies Inc., AthenStar, Western Athletic Conference, High Country Video & Photography, etc.

Consulting Highlights:

Paragon Media Strategies – Lakewood, CO

Consulted on marketing strategies and provided tactical and strategic recommendations for new business development and line of revenue growth. Creative direction and hands-on development of media kits, advertising campaigns for print, web and radio and marketing and sales collateral for national programs. Directed vendor negotiations.

- Drove advertising strategies for trade magazines and radio promotions for national launch of "Jack FM" radio program.
- Cultivated brand and marketing strategies and PR efforts for Annual "Boulder Roots and Blues Summit" 2011 and 2012.
- Developed media kit pitch to HBO for "Hollis Gillespie" TV program. (under review)

Journey to Me – Highlands Ranch, CO

Non profit organization committed to strengthen families and helping adopted children thrive, by providing quality post adoption education and comprehensive resources, through a safe and supportive network.

Creative direction and development of re-branding efforts including print, all media and web initiatives.

Managed all promotional and advertising sales materials for annual fund raising events. Consulted on budget goals for Development activities. Managed fund raising development campaigns including individuals, corporations and foundations.

- Drove 30% increase in annual funding by expanding awareness in non-profit sector with new brand identity and presence.
- Provided annual savings by hands-on creative of marketing collateral and negotiation of cost free production.

Media Mechanics – NY, GA, CO, CA

Consulted on marketing multi-platform strategy and production (Radio/Internet/Mobile). Creative direction and hands-on development of advertising programs and sales collateral for national media campaigns.

- Developed design and content for "Non-Commvention" website and event program under budget for the annual event 2011 & 2012.
- Expanded "The Blues Mobile.com" (Dan Aykroyd) market share through creative direction of web and print advertising.
- Developed content for "Roots & Blues Summit" website, electronic messaging, promotional items and event signage for 2011 and 2012 event.

Logistics Manager / Marketing & Communications Manager*BrayWhaler International – Centennial, CO*

1/07 – 6/10

International procurement company, providing diverse array of services for the hospitality industry.

Directed marketing strategies and design of all collateral for universal re-branding program. Identified vertical markets and enhanced established relationships, driving new revenue. Orchestrated product value engineering to meet budgetary restraints while maintaining design vision. Liaison between land development, architect, designer and general contractors to install all case goods to meet budget requirements and occupancy deadlines. Developed and managed international contracts including: vendor production, transportation, merchandise installation, inventory control and warehousing.

- Drove measurable increase in business by upgrading marketing initiatives including web presence and public relations.
- Reduced unit costs by value engineering product design and negotiating vendor costs for global production and transportation.
- Successfully managed the FF&E portion (\$23 million) of The Terranea Resort. Completed on schedule and under budget.

Art Director*Imperial Headwear – Aurora, CO*

3/03 - 12/05

Developed internal creative team to produce regional, national and international advertising campaigns, marketing and sales collateral and presentations. Collaborated with product development director to design annual "trend-setting" product line and managed launch promotions. Directed logistic management of tradeshow events, focus included; show floor exhibit, talent line up, national media coverage, signage, promotional materials, DVD presentation and public relation activities. Managed sales objectives and implemented standards, and performance criteria to continually improve sales quality, productivity and overall growth. Developed and produced corporate training materials including electronic presentation, technical manuals and testing programs. Produced product photography used in national marketing and advertising campaigns. Developed and implemented public relation activities to support product promotions and launches of global marketing strategies.

- Drove market share increase by 68 new national accounts at 2007 PGA Exhibition. Designed and developed prototype, mass production standards and multi media product launch for latest technology embroidery and silkscreen designs.
- Significantly reduced production costs, by cultivating the creative team and purchasing hardware and software to internally produce marketing and sales collateral, web presence, and multi media for annual PGA exhibit.

Communications Director*Black Hawk Gaming & Development Company – Blackhawk, CO
(The Lodge Casino, The Gilpin Casino, The Gold Dust West Casino)*

4/01 – 3/03

Reorganized budgets, policies and cost overruns that optimized the vendor list, afforded personal growth and improved efficiencies of the creative team. Developed and implemented marketing and communication standards and procedures. Directed all phases of project management with internal and external creative teams for print, radio, web and on site events. Developed all content including copywriting, as well as media selection for advertising campaigns. Initiated and maintained public relations alliances. Developed 60+ corporate promotions and PR initiatives resulting in positive media messaging on TV, radio, and print.

- Realigned vendor costs of advertising campaigns for national casinos to show immediate impact of 24% quarterly savings.
- Excelled in developing marketing, live events and publicity to drive exposure and co-marketing opportunities.

Marketing & Communications Manager*Jones Radio Network - Englewood, CO*

1/97 - 1/00

Directed strategic media planning, campaign development, vendor management and tactical execution of print, online and radio advertising programs for the US and Canada. Built and directed in-house marketing and design team to escalate brand power, by re-design, development and production of all marketing and sales promotional materials. Lead creative brainstorming sessions, business strategy meetings, production evaluations, sales tactic reviews, product launches and tracking analysis. Managed all phases of remote, live and special events, including; multi-media advertising, exhibit design, talent line up, event signage and promotional brand items. Developed short and long-term strategies, which grew and maintained product branding, theme development and national competitive positioning. Directed research and developed new markets for Jones products.

- Drove measurable cost savings and increased market share by building strong partnerships with public relation agencies, including "seeding" ideas for articles in industry publications and on-air promotions.
- Developed national tradeshow exhibits under budget utilizing recycled components. Show involved live talent and broadcasting and syndicated programming.

Art Director*MetLife - Denver, CO*

7/94 - 1/97

Developed and implemented corporate identity and branding standards and procedures. Managed focus group testing and drove re-design of marketing materials including; advertising campaigns, sales collateral and promotional items. Provided leadership and creative direction to licensed partners regarding region or client specific marketing solutions. Created and maintained public relation alliances with print and radio media in both local and national arenas. Directed internal corporate communications, community outreach initiatives, and external public reports.

- Reduced production costs 15% annually by transitioning production of all sales collateral for the Western states sales force from New York to Denver. Developed and directed an in-house creative team, in-state print group and third party resources to re-position and produce all marketing and sales collateral.
- Incepted strategies to capture new marketing segments which significantly increased sales.

HIGHLIGHTED ACHIEVEMENTS

Awards: Imperial Headwear - "Outstanding Product Photography", Metlife - "Excellence in Leadership"

Engagements & Exhibits: National Association of Broadcasters, Country Radio Seminar, High Country Video and Photography National Events, The Fort Annual Photography Exhibitions, etc.

VOLUNTEER, FUND RAISING & MEMBERSHIP EFFORTS

Volunteer Efforts: Children's Well-Being Foundation, Natural Transitions, Journey to Me, RedLine Gallery, Regis University - *Bracero Exhibit* (Smithsonian traveling show) Auraria Casa Mayan Heritage, Produce Denver, Habitat for Humanity, Junior Achievement, On-Going Marketing & Networking Strategies for Colorado Artists.

Fund Raising Events: Journey to Me 2011, RedLine Bacchanal 2011, Special Olympics Pub & Putt 2007-2008-2009, AIDS Marathon 2008-2009-2010.

Memberships: Art Student League, RedLine Gallery.

SOFTWARE

Office Programs: Microsoft Office (Word, Excel, PowerPoint); Adobe Persuasion

Design Programs: Adobe Creative Suite (Photoshop, Illustrator, Freehand, InDesign, Dreamweaver, Flash), Quark XPress

Web/Social Media: Content development, animation and edit.

EDUCATION

Specialty Training: Design Production, Video Production, Design and Marketing Analysis, Online Marketing Strategies

B.A. Visual Communications: Kean University of New Jersey