

CONNOR D. JOHNSON

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Innovative and technically advanced professional with expertise in the digital and traditional spaces. Excellent written, creative, and problem-solving skills with attention to details and experience in a fast-paced, deadline-driven environment.

PROFESSIONAL EXPERIENCE

Publicis Health Media – New York, NY 2024

Senior Media Associate

Responsible for planning, implementing, and monitoring 20+ media campaigns in a fast-paced and detail-oriented environment.

Relevant Skills:

- Liaised with creative agency to ideate on and ensure timely delivery of creatives.
- QA'd creative assets and copy to ensure they met company standards.

Graphic Design/Copywriting – New York, NY 2022-2023

Freelance

Helping clients achieve marketing goals through visual means in multiple mediums: digital, print, OOH, social.

Publicis Media Groupe – New York, NY 2021

Digital Media Planner – Novartis Pharmaceuticals: Branding and Acquisition

Responsible for planning and monitoring campaigns on the Novartis Health Pharma account.

Value Added Achievements:

- Worked closely with agencies, publishers and clients to ensure seamless campaign launch on tight timelines.
- Composed bi-weekly client-facing reporting and insights in order to measure campaign progress and finances.

Horizon Media – New York, NY 2019-2020

Assistant Media Planner, Digital – Capital One: Branding and Acquisition

Responsible for assisting in the planning, buying, and day-to-day upkeep of media campaigns.

Relevant Skills:

- Developed ability to handle multiple projects successfully and work to strict deadlines, with minimal supervision.

Wells Fargo – Charlotte, NC 2017

Digital Content Design and Delivery Intern – Corporate Communications

Diverse position responsible for communicating with project stakeholders, developed and proofread content, audited internal site functionality, and resolved basic coding issues within the digital employee handbook. Wrote copy as needed for internal employee communications.

EDUCATION

Bachelor of Science (BS) – Communication, Advertising; Minor in Internet Studies 2018

Appalachian State University – Boone, NC

Relevant Coursework: Media Planning, Advanced Advertising Campaigns, Copywriting, Internet Communication, Media Publishing, Research Methods

Associations: Vice President, HR Chair of Pi Sigma Epsilon Professional Sales and Marketing Organization, LGBT Club. Member of Appalachian State Advertising Club. Adopt-a-Street, Watauga Humane Society, and Horse Helpers Volunteer.

Graphic Design Certificate - California Institute of the Arts 2022

CERTIFICATIONS

Google Analytics | Google Ads | Adobe Creative Suite | Mediaocean | SEO/SEM
ComScore | Outlook / Excel / Word / PowerPoint / SharePoint