

TIMOTHY JOHNSON

📍 ROANOKE, AL | 📞 (309) 303-8372 | ✉️ TWJ1522@GMAIL.COM | 🌐 LINKEDIN/TWJ1522 | 🌐 TWJMARKETING.COM

DIGITAL MARKETING ASSOCIATE

Versatile **Marketing Project Manager** with a proven track record of leading customer-centric projects, driving revenue growth, and delivering actionable insights that solve critical business challenges. Skilled in project management, data analysis, and strategy execution, contributing to over \$50K in new revenue through targeted marketing initiatives. Adept at building and nurturing client relationships, optimizing customer engagement, and leading cross-functional teams to exceed business objectives. Known for developing tailored marketing solutions that enhance customer satisfaction, retention, and user experience. Ready to bring innovative strategies and leadership to help organizations thrive in highly competitive markets.

CAREER HIGHLIGHTS

- **Managed all business operations** at Federal Moving and Storage, including client engagement and sales, from start to finish, ensuring smooth and efficient processes throughout the organization.
- **Fostered an intellectual atmosphere** at American Red Cross that encouraged the exchange of ideas and supported marketing programs to improve brand awareness and increase engagement.
- **Implemented accurate data tracking methods** at American Red Cross for the marketing and development teams at American Red Cross, contributing to the development of effective fundraising strategies and overall growth of the organization.

SKILLS & EXPERTISE

SMS Marketing Campaign Management | Marketing Ideation | Calendar Management | Creative Brief Development | Website Landing Page Development | Merchandising Collaboration | Graphic Design Collaboration | Quality Assurance | Product & Design | Data Analysis | Critical Thinking | Data Modeling | Systems Analysis | Performance Metrics | Leadership Experience | Problem-Solving Skills

PROFESSIONAL EXPERIENCE

Project Coordinator | **ONEFIRE Media** | (Remote) Peoria, IL Aug 2023 – Present

- Leveraged deep expertise in HubSpot to drive inbound marketing strategies, including social media and email marketing, enhancing client engagement and significantly boosting business growth.
- Successfully managed multiple website development projects, providing strategic insights and coordinating marketing initiatives to ensure timely delivery and client satisfaction.
- Collaborated closely with internal teams and external partners, facilitating meetings, managing risks, and driving project success by aligning resources and timelines with client needs and objectives.
- Regularly communicated with clients, managed project scope, and created detailed project plans to keep tasks organized and on track, ensuring deadlines were met and projects were delivered error-free.
- Effectively balanced personal and project deadlines, ensuring the timely completion of tasks while managing multiple projects simultaneously in a fast-paced environment.

Owner Operator & Driver | **Hay Co, LLC** | Milledgeville, GA Jul 2021 – Aug 2023

- Oversaw all business operations, including client engagement and sales, from conception to completion, ensuring smooth and efficient workflow processes throughout the organization.
- Delivered cargo on time and without any damage, consistently ensuring customer satisfaction and retention.
- Developed and implemented a strategic planning process for travel routes to drive more efficient and cost-effective delivery operations.
- Reduced equipment breakdowns and maintenance costs by conducting regular pre/post-trip inspections and promptly addressing any issues detected.
- Demonstrated excellent collaboration skills, working closely with dispatchers and shippers to coordinate deliveries and resolve any issues that arose.
- Received positive feedback from supervisors and colleagues for outstanding performance, professionalism, and dedication to the job.

Owner Operator & Driver | **Federal Moving and Storage** | East Peoria, IL Dec 2019 – Jul 2021

- Maintained a comprehensive understanding of every daily process involved in packing, loading, and unloading household goods, allowing for precise execution and a high level of customer satisfaction.
- Developed a reputation for stellar attention to detail by carefully reviewing dispatchers' instructions before every

delivery, minimizing errors and miscommunications.

- Conducted thorough inspections of designated trucks before and after each delivery, ensuring they were mechanically sound and safe for operation.
- Built and led a productive crew of laborers, effectively communicating management decisions to drive optimal performance and improve customer satisfaction.

Owner Operator & Driver | **Mordue Moving and Storage** | Peoria, IL

Feb 2018 – Dec 2019

- Resolved multiple customer complaints by effectively communicating with clients, identifying and rectifying miscommunications, and providing timely notification of any delays or damages.
- Improved delivery operations by conducting thorough inspections of delivery vehicles and equipment, identifying and addressing potential issues before they became major problems.
- Managed the transportation and delivery of large and medium-sized goods over long distances, ensuring timely and safe delivery to customers.
- Led a team of delivery staff, providing guidance and direction to ensure that all deliveries were completed on time and according to company standards.

Marketing Operations | **American Red Cross** | Peoria, IL

Sep 2013 – Feb 2017

- Cultivated an atmosphere that encouraged the exchange of ideas and supported marketing programs to improve brand awareness and increase engagement.
- Provided customer support to donors, increasing satisfaction rates and repeat donations.
- Demonstrated technical expertise by providing support and overseeing the online application, improving efficiency and user experience.
- Utilized data tracking to provide insights for high-level decision making to improve customer experience and increase donations.
- Consistently entered data from various sources into company computer systems with a high degree of accuracy, ensuring proper processing and management of information.
- Set clear service standards and exceeded customer expectations, achieving high levels of customer satisfaction and repeat business.

Business Operations Manager/Social Media Manager | **Sweet Bakery**

Jun 2016 - Jul 2020

- Grew the bakery's social media presence around 30% by creating engaging and impactful content.

Freelance Copywriter | **Web Design 309**

Jun 2014 – Oct 2015

- Worked with clients to understand their brand voice and develop copy for websites, email campaigns, social media, and other marketing materials.

EDUCATION & TRAINING

Western Governors University - Newnan, GA

Master's Degree in Marketing Analytics

TECHNICAL SKILLS

HubSpot / WordPress / Basecamp / Slack / Zoom / Microsoft Office (Word, Excel, PowerPoint, Spreadsheets) / Google Business Suite / Shopify / Canva /

COMMUNITY ENGAGEMENT

Mercy Mobile | **Co-Founder/Director**

- Led a team of 10 individuals and managed the entire process of establishing 501(c)3 status for Mercy Mobile, a homeless initiative aimed at providing support and services to underserved communities.

Carbondale Underground | **Co-Founder**

- Managed the process for establishing 501(c)3 status, enabling the organization to receive tax-exempt status and increasing donor confidence in supporting the mission.
- Created the organization's initial website to increase visibility and credibility in the community.

International Student Volunteers | **Volunteer**

- Collaborated with a diverse group of international students to build eco-friendly solutions to local needs, including bio-digesters for cooking gas and a live fence, contributing to the sustainability of the community.

Intervarsity Christian Fellowship | **Student Leader**

INTERESTS

Travelling, trying out new fun activities, building/rebuilding trucks and other vehicles