

# Amber Johnson

Jersey City, NJ | Johnsonamber920@gmail.com | 678-267-9363 | [LinkedIn](#) | [Portfolio](#)

## SKILLS

---

- |                    |                      |                              |
|--------------------|----------------------|------------------------------|
| ❖ Microsoft Office | ❖ Klayvio            | ❖ Monday/Trello/Notion/Slack |
| ❖ Google Suite     | ❖ Project Management | ❖ Content Creation           |
| ❖ Canva            | ❖ Mailchimp          | ❖ Google Analytics           |
| ❖ SEO              | ❖ WordPress          | ❖ Copywriting                |

## WORK EXPERIENCE

---

### Storm2

New York, New York

Marketing Associate

May 2022 – Sept 2022

- Collaborated closely with the Sales and Commercial team to create sector-leading content, including: website articles, outreach blogs, whitepapers, social media, campaigns, and events
- Executed monthly newsletters that kept our clients and partners up to date with what was happening at Storm2
- Maintained a consistent content schedule across all social media channels, including LinkedIn

### Joiful Bee

Atlanta, Georgia

Marketing Coordinator Intern

Feb 2022 – April 2022

- Collaborated with the founder and developed marketing campaigns from planning to delivery stage and measured the overall effectiveness
- Communicated campaign objectives, timelines, and deliverables to the copywriter, and provided instructions
- Oversaw research, identification, and relationship management with influencers that helped meet brand goals

### Riddle & Bloom

Atlanta, Georgia

Amazon Prime Student Campus Manager

Aug 2021 – Oct 2021

- Executed engaging events biweekly for 20,000+ students to experience the benefits of Prime Student
- Designed and published creative Prime Student content weekly on personal, and public social media accounts
- Analyzed and reported activities, event plans, recaps, and surveys biweekly to the account supervisor

### College Fashionista

Atlanta, Georgia

Feature Writer

June 2021 – Oct 2021

- Composed two monthly articles with a primary focus on fashion, beauty, and lifestyle
- Collaborated closely with 10+ CF editors on article ideation
- Created five original monthly pitches for publication

### Her Campus

Atlanta, Georgia

National Writer

Sept 2020 – Oct 2021

- Pitched monthly article ideas using trend forecasting and current events knowledge
- Composed (2-4 pages), more in-depth pieces that have a service element, once a month
- Interviewed experts, consulted college students, and collaborated with editors to create content for Gen Z

### Official

Atlanta, Georgia

Blog Intern

May 2020 – Aug 2021

- Designed eye-catching headlines and relationship-centered articles
- Coordinated with marketing and design teams to illustrate articles
- Proofread, edited, and evaluated the final copy to verify that content aligned with established guidelines

## LEADERSHIP

---

### Her Campus Georgia State

Atlanta, Georgia

Social Media Co-Chair

Aug 2021 – Dec 2021

- Wrote and edited bi-weekly articles on fashion, lifestyle, relationships, and entertainment
- Increased Instagram following of over 1,600 followers by 10% in 4 months by performing community management
- Designed and revised social media content for HerCampus GSU activities and events

## EDUCATION

---

### Georgia State University - J. Mack Robinson College of Business

Atlanta, Georgia

Bachelor of Business Administration in Marketing

Relevant Coursework: Marketing Management, Social Media Marketing, International Marketing, Marketing Strategy, Marketing Research, Buyer Behavior, Marketing Metrics