

Kimani Johnson



BRAND MARKETING

WORK BACKGROUND

Brand Marketing Coordinator

AVLON INDUSTRIES, JULY 2018 TO PRESENT

- Managed all trade show and event operations
- Collaborated with cross-functional teams on web design, brand direction, and daily updates.
- Coordinated and organized meetings for potential new vendors which led to cost reduction and improved quality.
- Supported Marketing Manager with all marketing and branding strategies by project coordination to include timelines, proofing, and evaluating marketing copy and design with internal and external vendors
- Performed duties of Manager when absent

Marketing Intern

PEOPLESCOUT, MAY - DECEMBER 2017

- Support marketing team in daily administrative task
- Organize marketing events
- Collect quantitative and qualitative data from marketing campaigns
- Research and contribute to the creation of marketing content
- Prepare Promotional; presentations & packages

Advertising Manager

THE BLACK SHEEP, MAY- AUGUST 2016

- Targeted and approached potential clients to help them determine how to improve brand awareness through potential marketing packages
- Suggest advertising options based on businesses' needs
- Negotiate contracts and coordinate media placement
- Work with clients on their marketing plans to ensure their message is correctly targeting college market

Additional Experiences

- Red Lobster, Server Matteson, IL January 2018-Present
- TGI Fridays, Hostess Bloomington, IL May 2015-December 2015
- Lowes, Cashier Bloomington, IL April 2014-July 2014
- Gordmans, Sales Associate Normal, IL October 2014-December 2014



PERSONAL PROFILE

I am an experienced marketing professional seeking a full-time position where I can improve my competencies in integrated marketing communications. I would like to be in a position where I can leverage my education and career experience to support daily marketing operations.

GET IN TOUCH

MOBILE:
618-521-4893

EMAIL:
KIMANIJOHNSON65@YAHOO.COM

PORTFOLIO:
[HTTPS://KIMANIJOHNSON65.WIXSITE.COM/KIMANIJ](https://kimanijohnson65.wixsite.com/kimanij)

LINKEDIN:
WWW.LINKEDIN.COM/IN/KIMANIJOHNSON

ADDRESS:
GREATER CHICAGO AREA
ACADEMICS

Governor State University
BA Marketing

SKILLS

- Data Collection and Analysis
- Event Planning
- Trade Shows
- Ability to work under Pressure
- Time Management
- Leadership
- Google Analytics
- Adobe
- Microsoft Office
- SEC
- Online Marketing