

# JUSTINE JOHNSON

Marketer, Photographer, Creative Leader

## ABOUT ME

I am a creative consultant with 9+ years of experience in marketing, media, project management, and photography, specializing in branding and advertising.

## EDUCATION

2012 • Saint Anselm College  
BA Communications

## EXPERIENCE

### 2017 - Present **Duffy & Shanley**

Media Account Executive / Ad Operations Specialist

- Develops and facilitates digital/integrated marketing initiatives including websites, apps, digital products, advertising campaigns and events for clients including RI Department of Health, United Healthcare, Care New England, Orsted Wind Farms, College Ave, Delta Dental, Altus Dental, among others
- Creates and executes media plans based on campaign and marketing needs
- Responsible for ad operations, QA processes and trafficking of creative materials
- Handles media buying, negotiating and invoicing
- Oversees media budgets and campaign reporting
- Manages client, vendor and internal team relationships

### 2010 - Present **Piquant Photo**

Owner/Photographer

- Provides photo/video services for fashion, product, environmental, and event photography
- Experience with lighting, art direction, and styling
- Manages social media, client contracts, and communication, invoicing, and file delivery
- Clients include: Leica Boston, Lifetherapy, The Guild, Dunkin, Rhode Island Pride, Pariseault Builders, Fairfield Inn & Suites, Benchmark Senior Living, HiRoad Insurance, Altus Dental, among many others

### 2015 - 2016 **Creative Circle**

Creative Recruiter

- Partnered with clients, candidates and internal account management teams to qualify active talent requests
- Conducted interviews, reviewed resumes in the fields of advertising, marketing and creative services

### 2014 - 2015 **Digitas**

Producer/Project Manager

- Developed timelines and schedules for digital projects including display ads and landing pages on BankofAmerica.com
- Managed and tracked deliverables, QA processes, and cross-functional workflows
- Served as internal and client-facing resource for scope and budgeting

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## EXPERIENCE

### 2013 - 2014 **Racepoint Global**

Producer/Project Manager

- Managed project timelines and social media production for clients such as Reebok, Glidden, Liquid Nails, and Kaiser Permanente
- Assisted in launch of cross-agency Digital/Multimedia Studio, managed quick turnaround projects

### 2012 - 2013 **Hasbro**

Digital Marketing Coordinator

- Assisted in the launch of several major Hasbro brands such as My Little Pony Equestria Girls, Furby, Furby Boom, and Nerf Rebelle
- Facilitated distribution and approval process of social media and video content for My Little Pony, Furby, Littlest Pet Shop, and Nerf Rebelle

## TECHNICAL SKILLS

Adobe Photoshop, InDesign, Illustrator, Lightroom

Final Cut, Canva

Microsoft Excel, Powerpoint, Word, Project

Google Analytics, Facebook Insights

SurveyMonkey, MailChimp

Asana, Jira, Basecamp, Sharepoint

## ACCOMPLISHMENTS

2021 - "Portrait to Self-Portrait": Cameras, Coffee, Conversation virtual art talk; Leica Store Boston

2020 - "Lifetherapy" virtual photoshoot & influencer brand campaign lead; Lifetherapy & Alice Magazine

2019 - Fashion photography workshop lead; Lola Boutique & Retina Creative Lab

2018 - "Inspiring Stories" Artist Spotlight; Boston Voyager Magazine