

NATALIE JOHNSON

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EDUCATION

University of Southern California, Spring 2015 – GPA: 3.6
Bachelor of Arts, Drama – School of Dramatic Arts
Minor, Marketing – Marshall School of Business

WORK EXPERIENCE

Freelance Social Media Manager, January 2017 – present

Bring Social Media expertise to clients at a freelance capacity. Specialties include community management, content calendar planning and strategic post promotion.

Account Executive, Social Media – Saatchi & Saatchi LA, April 2017 – October 2017

Managed Social Media Campaigns on the following Toyota vehicle launches & brand initiatives – 2018 Toyota Camry Launch, Toyota C-HR Launch & Toyota Music Festival Season.

Assistant Account Executive, Social Media – Saatchi & Saatchi LA, May 2016 to March 2017

Managed Toyota's 2016 Lollapalooza Social Campaign. Managed Social Influencer partnerships for the 2016 Prius Prime Launch. Assisted on social campaigns across the following Toyota vehicles and initiatives - Toyota Mirai, Los Angeles Auto Show C-HR Reveal and Toyota Sports.

Account Coordinator, Social Media – Saatchi & Saatchi LA, June 2015 to April 2016

Supported all Toyota USA social campaigns including 2016 Super Bowl Campaign, Toyota Music, and the 2016 Tacoma launch. Worked with production company, Fullscreen, to manage Toyota's YouTube channel. Facilitated organic posting from the Toyota USA social handles.

American Advertising Federation (AAF) National Student Advertising Competition, Spring 2015

Worked as a media planning specialist and served as a presenter for an integrated advertising campaign competition for Pizza Hut.

***Awarded Best Individual Presenter for AAF National Student Advertising Competition, District 15*

Fox Sports University – Student Employee, Fall 2014

Participated in the Fox Sport University program to create a cohesive integrated marketing communications plan for Fox Sports West and Prime Ticket.

Fluent Grp – Marketing Representative, Fall 2014

Worked as an on-campus marketing representative to promote a new mobile payment application, Square Cash. Created a social media plan specific to USC.

College Fashionista – Blogger, Spring 2014, Fall 2014

Wrote a weekly blog as a "Style Guru" blogging from London, Los Angeles and Boston. Wrote articles for national campaigns for Victoria's Secret, American Eagle, and Amazon.

VOLUNTEER

Alpha Phi (Beta Delta) Marketing Advisor, 2015 – present
Media, Diversity, & Social Change Initiative, Annenberg School, 2014
USC Dance Marathon Executive Board, Director of Marketing &, 2014 – 2015
USC Dance Marathon Executive Board, Hospital Relations, 2012 – 2013
Alpha Phi (Beta Pi), Director of Ceremonies & Community Service, 2014 – 2015

AWARDS

USC School of Dramatic Arts Dean's List, National Society of Collegiate Scholars, Alpha Lambda Delta
National Honor Society, Winchester Rotary Club Service College Scholarship

***References available upon request*