

# ALYSSA JOHNSON

## EXPERIENCE

### DESERT HEARTS MARKETING DIRECTOR

[May 2019 - January 2020]

- Advance global marketing efforts with promoters for DH artists' tour dates
- Produce video content and live streams
- Develop marketing strategy and work with artist camps for City Hearts Festival
- Sold 5,000+ tickets for City Hearts Festival through text message marketing, contests, social media, email blasts, influencer programs, and paid ad's
- Manage/grow 8 social accounts by providing quick responses to consumers and engaging posts that meet the established brand voice, increased views + followers
- Assist with label management of Desert Hearts Records
- Sold out LA warehouse event for Desert Hearts Black and launched the label
- Increase merch sales by 110% with targeted ad's using toneden and FB ads manager

### NATIVE INSTRUMENTS MARKETING SPECIALIST & EDU/USER ENGAGEMENT MANAGER

[August 2017- May 2019]

- Manage internal and external teams to develop digital video content for social
- Produce and promote events like NAMM, Native Sessions, and local events
- Work with artists on digital marketing activations and create metric reports
- Assist in management of NI and Sounds.com across all social channels such as replying to fans, calendar creation, paid ads, and real-time posting
- Manage all EDU partnerships, communications and develop global strategy
- Create charity relationships, donations for brand values and tax exemptions. Donated over 750+ hardware/software to 50+ organizations across the globe
- Demo DJ software/hardware to consumers at local events (IMSTA, Shesaid.so, MI)
- Build relationships with artists for co-marketing opportunities

### DAVID & GOLIATH ACCOUNT EXECUTIVE

[July 2016 - July 2017]

- Maintain client relations with the California Lottery and execute multiple 360 campaigns from brainstorm to finish
- Manage several creative teams, clients, vendors, and partner agencies ensuring all are aligned and driving towards the brand vision per market

### TBWA\CHIAT\DAY LA ASSOCIATE BRAND MANAGER

[July 2014 - July 2016]

- Strengthen day-to-day client relations by leading weekly all-agency status meetings, managing ad hoc requests and adhering to deadlines for Johnson & Johnson, Principal Financial Group, Energizer, Best Friends Animal Society, Henkel.
- Develop business plan add corporate equity strategy for clients and prepare presentations for high-level executive meetings
- Write, strategize, and manage social media for J&J, Henkel, and the LA office
- Produce Super Bowl spot for Persil laundry detergent and assisted in the making of 125 social videos to support the campaign

### BLOOM.COM MARKETING DESIGNER & SOCIAL MEDIA MANAGER

[August 2013 - June 2014]

- Design engaging emails, banners, flyers, contests, trade show materials, social platforms, advertisements, and web pages
- Report, analyze, and optimize email KPIs then present data to executives and coordinating with cross-functional teams to achieve sales/marketing goals
- Improve email strategy by developing new templates and catchy subject lines increasing unique click throughs by 10% and decreasing bounce rate by 8%.
- Execute social strategy and ongoing brand building efforts across all channels

### BBDO NEW YORK ACCOUNT MANAGEMENT & PRODUCTION INTERN

[June 2011 - August 2012]

- Maintain client relations on the Johnson & Johnson, HP, and Bayer Diabetes Care teams by building social media strategies and analytical reports
- Assist in the production, seeding, talent contracts, and strategy of TV shoots

### SUNNY'S BOUTIQUE VISUAL MERCHANDISER & ASSISTANT BUYER

[August 2012 - January 2013]

- Create store appearance and appeal of merchandise while assisting in the buying process. Style and produce photo shoots to provide content for social media and online catalog

## CONTACT

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WEBSITE: [www.alysa21.com](http://www.alysa21.com)

MUSIC: [soundcloud.com/marydroppinz](https://soundcloud.com/marydroppinz)

## SKILLS

DJ/Production

Ableton Live

Adobe Photoshop

Adobe Indesign

Adobe Illustrator

Acrobat Pro

Keynote

Microsoft Office

Mailchimp

Toneden / FB Ad's Manager

Social Media

## AWARDS

### UCLA EXTENSION PROGRAM

Awarded Snapchat Expert for unique and executional ideas utilizing the platform.

### BBDO NEW YORK

Won \$1000 intern competition for strategy on the Monster.com's Beknown App. Campaign

### PINNACLE BANK ARENA

Winning strategy and concept in account planning for the UNL campaign competition

### NAHS

National Art Honors Society gold and bronze awards

## EDUCATION

### UNIVERSITY OF NEBRASKA COLLEGE OF EDUCATION OF HUMAN SCIENCES

- Major: Fashion Merchandising
- Minor: Marketing and Art
- Graduated December 2012

### IO ACADEMY - HOLLYWOOD MUSIC PRODUCTION, THEORY AND MIXING

- April 2019 - March 2020