

DANIEL A. JOHNSON, JR.

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To connect others and help tell compelling stories

PROFESSIONAL SUMMARY

Experienced technical professional with a marketing bent. Passionate community builder and manager with established expertise in social networking channels. Highly skilled in understanding client needs with outstanding sensitivity to problems and ability to creatively solve them. A natural leader and teacher who inspires change. Additional strengths include

- Brings out the best in others
- Outstanding communication
- Resourceful
- Strategic thinker

RELEVANT EXPERIENCE

- Founded and created a forum to connect digital media enthusiasts across the Greater Cincinnati area, online and in-person.
- Created and **manage** all aspects of websites for podcast projects and for the New Media Cincinnati digital media networking group.
- Configured **lead response channels** to effectively respond to online inquiries from customers and prospects, whether through Twitter, Facebook, email, or other channels.
- Set up and executed **online marketing plans** to drive targeted audience to event registration and get them to events.
- **Founded and managed** a steering committee of volunteers and worked with them to make sure project deliverables are produced.
- Set up and used web analytics (Google Analytics, Google Website Optimizer) to get insight into visitor activity and opportunities for site improvements across multiple websites.
- Set up, drove, and **managed** the social media strategy for New Media Cincinnati, podcast projects, and the Cincinnati Church of Christ.
- Set up websites with **Search Engine Optimization** and functionality to make content more findable and shareable.
- Provide **leadership and direction** to the content strategy around New Media Cincinnati and the Cincinnati Church of Christ teams.
- Set up **social media monitoring** alerts to analyze content through social channels and identify opportunities for engagement and interaction.
- For a payroll software solutions company, set up hosted CRM organizations and user IDs for clients, customizing as needed.
- Set up podcasting clients so that their programs would show up in the iTunes podcasting directory, leading to increased exposure for their businesses.
- Using **e-mail marketing and social media**, organized and plan events which are considered the *premiere* social networking events in the region.
- Created, hosted, and produced weekly podcast series for job seekers with an average of 2500 listeners per month.
- Published daily video series with answers to interview questions in 2009.

TECHNICAL EXPERTISE

Software: WordPress, Twitter, Facebook, Twitter, Facebook, Blogger, Foursquare, Google Analytics, MailChimp, Microsoft Dynamics CRM, Microsoft Access, Microsoft SQL Server, HTML, MySQL, PHPMyAdmin, Windows Movie Maker, Audacity, iTunes, Microsoft Excel

Applications: Social Media Monitoring/Networking, Email Marketing, Content Management Systems, Customer Relationship Management, Payroll Management System Components, Office-based Report Generation Tools

WORK HISTORY

Antonelli College , Cincinnati, Ohio Part-time Adjunct Instructor, Business & Marketing	2012- Present
New Media Cincinnati , Cincinnati, Ohio Founder and Volunteer Community Manager	2007- Present
Jazzmania Productions , Cincinnati, Ohio Content Manager, Consultant, and Speaker	2002-Present
Ascendum Solutions , Cincinnati, Ohio CRM Consultant	2011
ThinkWare, Inc. , Cincinnati, Ohio Business Analyst, Microsoft Dynamics CRM, and Technical Support	2010
PaySourceUSA, Inc. , Dayton, Ohio Lead Developer	2005-2009
Manpower Professional , Dayton, Ohio Programmer at <i>Lexis-Nexis</i>	2002-2003
Sogeti USA LLC , a Cap Gemini Company, Cincinnati, Ohio Consultant	1998-2002

EDUCATION

B.S. CIVIL ENGINEERING, University of Cincinnati (1994) GPA: 3.0/4.0
Professional Practice Achievement Certificate