

# Kevin Johnson

[www.linkedin.com/in/kevinjohnson83](http://www.linkedin.com/in/kevinjohnson83)

[kmj108@gmail.com](mailto:kmj108@gmail.com)

773.263.3792

Multi-faceted, web-savvy copywriter with a wide range of personal and professional creative experience. Digitally proficient, naturally curious and meticulously detail-oriented. I possess an innate ability to distill information down to concise, strategic ideas within collaborative environments. Skills and additional interests include:

- Storytelling and concept creation
- Creative and expository writing
- Digital marketing / Advertising
- Content Strategy
- Consumer Analysis / Competitive Research
- Team building and management
- Adobe Creative Suite
- MS Office
- Sound design
- Video editing
- Illustration

## WORK EXPERIENCE

*Freelance Copywriter - SapientNitro / Publicis*

*July 2014 - Present*

Writing and editing copy while working closely with visual designers, user experience architects, creative directors and account executives to ideate thoughtful, compelling creative for leading global brands. My primary role is to align content strategy, visual design, and brand/marketing initiatives in order to achieve concept creation while maintaining brand voice and identity.

*Tutor / Writing Fellow - DePaul University Center for Writing-based Learning*

*June 2013 - April 2014*

Helped writers become more confident in their abilities by assisting them at various stages of their projects, from prewriting to drafting to revising. Assisted members of the DePaul community including students, alumni, faculty, and staff on a variety of projects, from research papers and lab reports to Master's theses and personal writing. As a whole, I guided writers in developing techniques to focus and generate their ideas, evaluate and summarize their sources, and edit and revise their writing.

*Assistant Manager - Soupbox - Chicago, IL*

*April 2008 - September 2013*

Oversaw a staff of 15 while maintaining quality standards in a fast-paced, reactive environment. In order to foster collaboration and encourage team engagement, I regularly took part in open, communicative dialogue with each individual employee in order to monitor progress and mediate conflicts. Was also responsible for facilitating employee interviews, team building, training, staff supervision, and all other administrative duties.

*Technical Stage Designer - The Neo-Futurists - Chicago, IL*

*July 2006 - July 2008*

Performed and co-designed the technical aspects for all running Neo-Futurist shows, including Too Much Light Makes the Baby Go Blind. Also acted as a contributing member of weekly brainstorming sessions with the performers, providing input on sketch concept creation and stage design.

## EDUCATION

Master of Arts in English Literature - DePaul University - 3.9 GPA (*Summa Cum Laude w/ Distinction*)

Bachelor of Arts in Fiction Writing - Columbia College Chicago - 3.7 GPA

Concentration in Dramatic Writing - New York University - 3.4 GPA

*Excellent references available upon request.*