

Jared A. Johnson

ONLINE PORTFOLIO www.jaredjohnson.com/resume

-professional experience- **Public Relations Coordinator** – *Richardson Regional Medical Center* May 2006 – present

- » Develop messaging for 200-bed acute care hospital
- » Increased media coverage by 144% during first six months
- » Oversaw \$220,000 Web portal & intranet redesign
- » Ghost-write three monthly health columns for staff physicians

Public Information Specialist – *Allen Independent School District* Aug. 2003 – May 2006

- » Developed messaging on behalf of over 18,000 students and staff
- » Designed collaterals to help voters approve \$67 million bond
- » Coordinated C-SPAN School Bus community event; aired on CNN
- » Redesigned & managed over 100 Web pages (internal & public-facing)
- » Wrote bimonthly human interest features for *Allen Image Magazine*

Public Affairs Intern – *Mormon Tabernacle Choir* Jan. – April 2003

- » Led national media campaign yielding appearance on *Today* show; over 120 total media placements
- » Planned community VIP receptions in New York City & Washington, D.C.

Public Relations/Web Intern – *Power Innovations International* July – Nov. 2002

- » Established initial 5-year media strategy for high-tech startup company
- » Landed company's products in search engine top-ten results for the first time

Web Developer – *BYU Public Communications* Apr. 2001 – Dec. 2002

- » Edited over 900 news releases for the Web; used by *USA Today*, *New York Times*
- » Developed Olympic "story idea" Web pages for reporters from over 60 countries
- » Supported computer operations for 30 staff members

-skills- *Training and/or experience in* SEO, Web Content Management Systems (IBM WebSphere WCM, Lotus Domino Designer), FreeHand, InDesign, Premiere, Pinnacle, Dreamweaver, FrontPage, Flash, Javascript, HTML, CSS, PageMaker, QuarkXPress, Photoshop, Adobe Acrobat, WordPerfect Suite, Access, Project, PowerPoint, Excel, Word, blogging, audio/video streaming

-awards & memberships- » Public Relations Society of America, Dallas Chapter (2006 – present)
» PRSSA Committee Chair (2007)

- » Dallas-Ft. Worth Management Society (2007 - present)
- » Leadership Allen – Historian (*Class of 2006*)
- » Allen ISD Leadership Team (2003 – 2006)
- » Award of Excellence – National School Public Relations Association
- » Allen ISD Bell Ringer Award
- » Texas School Public Relations Association (2003 – 2006)
 - » 8 TSPRA Star Awards – Best of Category (2), Gold Star (4), Silver Star (2)
 - » Presenter – TSPRA Annual Conference
- » Eagle Scout Award, Boy Scouts of America

-volunteer experience- » Guest blogger – *HospitallImpact.org* Dec. 2006 – present
» Scoutmaster – *Boy Scouts of America* March 2005 – present
» Full-time church representative June 1997 – June 1999

-education- **BA, Public Relations** – *Brigham Young University* 2002