

## DAVID ANDREW JOHNSON

---

### DIGITAL MARKETING, COMMUNICATIONS & CUSTOMER EXPERIENCE

Executive leader and strategic expert with rare fluency across the golden triangle of message, medium and market with a classical design background and an anthropological foundation for deep insight into user experience, communication, and culture. Twenty years working on the cutting-edge in digital media design, marketing and communications bridging across editorial, creative, technology, and business. Proven excellence in designing, developing and producing innovative products, strategies, campaigns, and solutions that target key audiences and bring high value to organizations and Fortune 10 companies.

#### Key Strengths

Account/Project Management: *Client presentations, proposals, P&L, staffing, budgeting and invoicing*  
Content and Creative: *Writing, editing, visual and graphic design, video, photography, interactive media*  
Marketing: *Content marketing, advertising, audience targeting and analytics, focus testing, social media*  
Technical: *Marketing automation, CRM, CMS, e-mail targeting, interactive design and multimedia.*

---

### PROFESSIONAL EXPERIENCE

#### **Enterprise Portfolio Owner, Customer Digital Experience, Fannie Mae (2016-2017)**

- Direct teams of UX designers, content strategists, creative directors, UI designers, and front end and back end engineers in an enterprise portfolio of tier zero applications and digital products worth tens of billions of dollars in annual revenue.
- Lead enterprise customer experience strategy, integration and design for Salesforce and Content Management Systems, coordinating a cross functional team of business analysts, developers, architects, and designers representing dozens of stakeholders and business units.
- Evangelist for Design Thinking and Agile/LEAN methodology. Conduct seminars and workshops for executive stakeholders, business owners, and customers. Mentor and coach junior staff.

#### **Head of Marketing and Communications Digital Strategy, Fannie Mae (2015-2016)**

- Developed, launched and managed B2B and B2C content marketing and brand publishing efforts to increase industry engagement in and brand reputation. Launched products and campaigns around millennial housing needs, affordable housing, and disenfranchised communities.
- As editor in chief, recruited and managed a dozen multimedia content creators, freelancers, and vendors.
- Worked to establish social media presence and craft content strategy for key audiences.
- Worked with agencies and internal teams in a major brand refresh and develop a new messaging framework and visual communication system.
- Redesigned and replatformed FannieMae.com, from sprint zero to launch ready in 6 months, 6 figures under budget. Created new workflows and back-end tools for content production resulting in 7-figure labor cost savings. Revamped taxonomy and IA for implicit personalization journeys to a customer conversion funnel.
- Created company's first universal visual design language and style guide for web and digital applications. Owner of company editorial style guide.

- Developed marketing insights and marketing automation strategies to target audiences for personalized and predictive messaging based upon customer data and analytics, checked against industry statistics and design best practices.
- Led journey mapping and development of customer profiles for product redesigns and business innovation for a unified portal experience, designed to transition low touch, high volume customer interactions to self-service.
- Trained communications and public relations teams in journalistic writing, SEO and effective methods in media outreach in the changing digital space.
- Developed internal and external communications and marketing plans and go-to-market strategies for new products and services.
- Worked with internal innovation incubators to reach goals of marketing automation, CRM and CMS integration and an omnichannel mobile-first experience.

### **Principal, Sextant Media (2006-2015)**

- Led client bidding and proposals, managed client relationships to grow business and revenue.
- Designed, developed and managed a portfolio of client web sites in various platforms, tailored to specific client needs and capabilities.
- Created and carried out content marketing and digital strategies for businesses, non-profits and trade associations.
- Consulted in mobile development and business transition across full customer journey.
- Consulted in open and big data projects for major organizations as technical and content advisor.
- Created branding strategies, creative direction and graphic design for multimedia, broadcast, print and digital.
- Developed and consulted in strategic communications plans, audience engagement, social media strategies and digital training for major media companies.
- Designed and developed e-mail marketing campaigns and newsletters.
- Designed, edited and published membership and outreach magazines for non-profit associations.
- Coached public speakers, wrote speeches and ghost wrote placed articles in industry publications.
- Managed advertising, media and public relations for local and national projects in digital and traditional platforms.

### **Professor, American University School of Communication (2007-2013)**

- Dual appointment in Journalism & Public Affairs and Film & Media Arts faculties.
- Taught graduate-level courses in web design, UX/UI/IA, prototyping and wireframing, editing and writing, advanced multimedia, visual storytelling, interactive design, serious games, and social media. Digital skills taught included Photoshop, Illustrator, Indesign, Final Cut, Audition, HTML, CSS, JavaScript, PHP, Python.
- Partnered to create cutting edge projects with publishers including USA Today, The Washington Post, CBS, NPR and NBC among others.
- Editor-in-Chief and Webmaster of “The American Observer.” Chair of technology committee. Member university committees for web redesign of American.edu, curriculum reform, and building/facilities.
- Piloted efforts in online teaching and distance education. Evaluated and tested online webcasting software and courseware for user experience and usability.
- Vice Chair, New Media Committee; member Broadcast Committee, National Press Club.
- Public speaker and innovation evangelist at TED events and industry conferences.
- Popular and often-quoted media expert in print and television, blogger at huffingtonpost.com, mediashift.com, poynter.org, lostremote.com, and charter member Media Bloggers Association.

**Chief Technology Officer, Scripps Media Center (2001-2007)**

- Led technology, new media innovation, and all Internet products, including launching and directing a public-facing Web 2.0 community site and blog network that aggregated and curated content from all properties enterprise-wide – 30 newspapers, 13 broadcast stations, HGTV, Food, & DIY vertical networks.
- Developed business plans, editorial strategy, design, and directed the launch of “HGTV Ideas” magazine as a zoned newspaper insert, resulting in millions of dollars in new net revenue through targeted distribution by income and zipcodes.
- Established custom publishing (advertorial and multichannel content marketing) business unit.
- Led synergy and convergence content strategy for enterprise, pushing content into new social channels and multimedia.
- Directed enterprise-level projects to develop digital asset management and syndication systems for Scripps newspaper division.
- Worked with executive management in business development and strategy.
- Editor, Online Publishing Update, Newspaper Association of America.
- Won Phillip Meyer Award for Investigative Journalism as producer of “Saving Babies.”

**Executive Producer and Online Editor, Scripps Treasure Coast Publishing (1998-2000)**

- Managed all editorial and advertising content overseeing design, development and production for a portal site representing 7 newspapers and two local television stations.
- Developed custom live-streaming media solutions, dynamic news wire products, and other specialized content applications including ecommerce and verticals.
- Drove millions of page views directing major productions for newspaper and broadcast sites including the Starr report, space shuttle launches, spring training baseball, Super Bowls, natural disasters including hurricanes and wild fires among other events.
- Created and co-hosted "Fighting Monday," a pioneering streaming interactive Webcast program.
- Winner of multiple awards, including NAA Digital Edge Award for Best Online News Site.

**Director of Communication, Institute of Maritime History (1997-1998)**

- Designed, edited and published membership magazine.
- Designed, developed and maintained award-winning Web site. Ran the first “virtual shipwreck project,” with a live site updated daily from the field during a 1997 survey.

**Director & Executive Producer, Last Minute Productions (1994-1996)**

- Wrote, directed and produced audio theater programs for NPR and community radio.
- Voice talent for commercials and other programming.
- Studio producer and engineer for music projects and foley.

**EDUCATION**

- American University: Doctoral studies in Anthropology and Communication (ABD)
- Georgetown University: Graduate Certificate in Business Administration and Marketing
- Texas A&M University: M.A. Anthropology (Nautical Archaeology), Summa Cum Laude
- Indiana University: B.A. Anthropology with Honors
- Purdue University: Graphic Design and Fine Arts