

# Tonenisha Johnson

## Account Services

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### Where did she learn? Education

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Dallas, Texas  
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### Texas State University / Mass Communication - Advertising and Business Administration

AUGUST 2012 - MAY 2018, SAN MARCOS, TX

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### Where has she been? Experience

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#### HCB Health / Account Service Intern

MAY 2017 - NOVEMBER 2017, AUSTIN, TX

- Produced and coordinated "It Takes an Agency to Raise a Child," an internal donation drive for a local orphanage
- Exceeded in raising over 700 donations (internally) and more than 1,000 impressions across social media platforms
- Managed and updated client projects via Basecamp
- Attended client briefings and find data to support the development of the briefs discussed
- Pitched creative briefs for clients such as Alcon and Texas Oncology
- Maintained budgets and the billing process by reviewing invoices for accuracy and inputting into spreadsheets for clients
- Maintained accounts payable and receivables.
- Organized weekly meetings with clients and administrative staff.

#### American Diabetes Association / Marketing Coordinator Intern

SEPTEMBER 2016 - APRIL 2017, AUSTIN, TX

- Organized and assembled participants, sponsors, vendors, and volunteers for Step Out Walk and Tour De Cure 2016
- Generated revenue of \$130,000 through the School Walk for Diabetes program, and \$206,000 for the Step Out: Walk to Stop Diabetes
- Ensured daily client projects were completed by all interns.
- Monitored Facebook social media page and created multimedia videos and social media campaigns for upcoming events.

#### Bobcat Promotions / Account Executive

AUGUST 2015 - MAY 2017, SAN MARCOS, TX

- Lead account executive for Bobcat Nation restaurant in San Marcos, Texas.
- Assistant account executive for Kyle Dentistry.
- Implemented and executed new menu and marketing promotions during slow and peak hours of business.
- Updated Account Supervisor with billing and accounting for projects.
- Introduced new methods to reduce budget for Mass Communication Week
- Improved social media campaigns to increase circulation and awareness for Mass Communication Week with 300+ twitter impressions a tweet.
- Initiated and secured pitches for prospective clients.

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### What can she do? Skills

Client Relationship Management  
Project Management  
Adobe Creative Suites  
Microsoft Office Suites  
Account Payable  
Account Receivable  
Budgeting  
Social Media  
Basecamp

