

# KINSEY JOHNSON

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## EDUCATION

**INDIANA UNIVERSITY BLOOMINGTON - MAY 2018**  
Bachelor of Arts in Journalism, GPA: 3.4/4.0  
Majors: Journalism; Political Science

## SKILLS

- Videography
- Photography
- Basic HTML and CSS
- Wordpress
- Adobe Photoshop, InDesign and Premiere Pro

## EXPERIENCE

### **SOCIAL MEDIA COORDINATOR | RIVERVIEW HEALTH | OCTOBER 2019 - CURRENT**

- Managed up to 20 clients simultaneously
- Assisted in the development of the company website using Wordpress leading to an 800% increase in web traffic on average
- Maintained strong social media and brand presence on Pinterest, resulting in an increase of average monthly views from 1,000 to 20,000

### **STUDIO MANAGER | IPANEMA PRESS | OCTOBER 2018 - JUNE 2019**

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### **MARKETING INTERN | IU HEALTH BLOOMINGTON | OCTOBER 2017 - APRIL 2018**

- Edited videos using Adobe Premiere Pro
- Drafted articles for the hospital's internal publications
- Conducted interviews with hospital personnel and patients for articles

### **REGIONAL COMMUNICATION INTERN | AMERICAN RED CROSS | MAY 2017 - AUGUST 2017**

- Created content such as graphics, photos, and videos for Facebook, Twitter, and Instagram using programs such as Adobe Creative Suite and Final Cut Pro
- Conducted six interviews of community members and volunteers to create video stories with Final Cut Pro for Facebook, Twitter, and Vimeo
- Drafted approximately eight press releases and sent them to media contacts
- Utilized Hootsuite to manage Facebook and Twitter

### **EDITORIAL CONTRIBUTOR | COLLEGEFASHIONISTA | JANUARY 2017 - JUNE 2017**

- Wrote five articles on lifestyle, beauty, and fashion and uploaded them to WordPress
- Shot approximately 25 photographs to accompany articles
- Promoted articles on Facebook and Instagram when they went live to engage my social media audience

### **HUMAN RESOURCES ASSISTANT | WAREHOUSE SERVICES, INC. | MAY 2016 - AUGUST 2016**

- Performed the record retention process to ensure the employee list was up to date
- Managed an internal database with sensitive information
- Recruited potential employees from Indeed to find qualified candidates for job openings