



CHRISTOPHER JOHNSON

#ProjectManagement #MarketingDirector
#GraphicDesign #StrategicBrandDevelopment

About Me

Aspiring entertainment professional with a passion for creating immersive and captivating experiences. Seeking a dynamic role within the entertainment industry where I can leverage my creativity, storytelling abilities, and technical skills to contribute to the development and execution of compelling projects. Eager to collaborate with like-minded professionals to bring innovative ideas to life and leave a lasting impact on audiences. Open to diverse opportunities in areas such as event production, audiovisual design, content creation, and project management within the dynamic landscape of the entertainment sector."

Skills & Qualifications

- SEARCH ENGINE OPTIMIZATION (5 years)
- SEO (5 years)
- CUSTOMER SERVICE (5 years)
- Adobe suite (6 years)
- Video Production
- Adobe Premiere
- Adobe After Effects
- Filming
- Marketing
- Digital marketing
- Social media management
- Journalism
- Adobe Photoshop
- Adobe Illustrator
- Graphic design
- Photography

Underdog Ent Presents
www.underdogentpresents.com
702-706-7319-Business Line
game6music@gmail.com

Education

Masters Entertainment
Business
Full Sail University
2010-2011

Bachelor Of Broadcast Media
Minor In Theater
Central Missouri University
2004-2009

Experience

**Underdog Ent Presents
Kansas City Mo
2009-**

Promotions Director/Brand Strategist Development

- Develop comprehensive promotional strategies aligned with organizational goals, considering target demographics, market trends, and competition.
- Oversee and coordinate promotional activities across various channels, including digital media, social platforms, traditional advertising, events, and partnerships.
- Collaborate with creative teams to develop compelling content, visuals, and messaging that effectively communicate the brand's value proposition.

**Stay Tuned TV
Kansas City Mo
2021-Present**

Free Lance Videographer/Creative Director

- Write, edit and organize scripts for television programming
- Handled the tasks of providing support in developing marketing and advertising campaigns to support brand quality
- Develop detailed program plans, outlining milestones, timelines, and resource requirements.

**Hertz Car Rental
Lee Summit
2019-2022**

Assistant Branch Manager

- Achieving individual sales goals and customer service goals
- Growing sales utilizing business-to-business sales tactics
- Upholding company standards by ensuring cars are presentable to customers
- Clean and service facilities/vehicles to ensure customer satisfaction
- Out performed Every Rental Agent in my division in regards to sales

**KTNV 13 ABC
Las Vegas NV
2012-2015**

Production Specialist

- Ensures studio is prepared and set-ups are complete; assign and set-up mics for on-air talent and conduct mic checks; coordinate studio position/placement for live shows; operate tele-prompter and cameras during live and taped shows
- Operation of various technical equipment including, but not limited to, graphics systems, VizRT and New sticker. Perform audio mixing, coordinate satellite feeds and monitor usage/charging systems
- Assist technical director with trouble-shooting technical problems and effectively resolves/removes roadblocks as they occur during production in the studio.



Additional Skills

A highly skilled professional with advanced proficiency in video and audio production software, including Adobe Premiere, After Effects, Final Cut, Adobe Audition, Pro-Tools, and more. Demonstrated expertise in creating compelling and viral video content for small businesses through strategic campaigns, fostering brand loyalty and online presence. Proven success in increasing conversion rates through strategic promotional article marketing, enhancing brand awareness, and driving sales. A track record of implementing advanced search engine optimization techniques for small business startups, optimizing web video titles and descriptions for improved SEO quality. Known for exceptional customer service, effective communication, and the ability to teach and guide customers to achieve satisfaction. Exhibits a strong work ethic, creativity, and passion for a successful career.