

## A GLIMPSE

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Well versed in coming up with creative content and how to use it, I'm a stalwart copywriter who cut my teeth on blogs, social, and web. I've successfully helped build brands and develop marketing strategies as a freelancer as well as in an in-house, agency-type environment. My work has been recognized by industry professionals as well as academic publications—which helps substantiate the previous sentence.

Can play anything on guitar.

## A BIT MORE

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### **COPYWRITER & CONTENT SPECIALIST** **2014-Present**

***TCS Education System (TCS)***  
[tcsedsystem.edu](http://tcsedsystem.edu)

- Reporting to the AVP of Marketing
- Developing cross-channel marketing campaigns
- Designing process for developing video and integrating into campaigns
- Conceptualizing and leading on video production for five higher-ed institutions and TCS
- Coming up with content strategies for websites and blogs
- Building email campaigns using Journey Builder—which is pretty cool
- Penning and directing creative for TCS 5-year strategic plan
- Writing internal and external communications for senior leadership and board of trustees

### **CONSULTANT** **2014-Present**

***Mondopoint***  
[mondopoint.com](http://mondopoint.com)

- Reporting to the CEO and CTO
- Conceiving of and implementing online marketing and PR efforts
- Led development of [mondopoint.com](http://mondopoint.com)
- Constructing B2B email campaigns, whitepapers, and collateral
- Providing insight that has resulted in securing advocates and pilot with prominent healthcare system

### **COPYWRITER/CREATIVE DIRECTOR** **2007-2014**

***MarcJohnsonBooks***

- B2B and B2C services to insurance agencies, retailers, manufacturers, blog sites, gear review sites, etc.
- Content and strategy for video, blogs, web copy, email campaigns, and social media messaging

### **COUNTY BOARD COMMISSIONER, DISTRICT 8** **2012-2014**

***DeKalb County***  
[dekalbcounty.org](http://dekalbcounty.org)

### **E-COMMERCE WEBSITE MANAGER/MARKETING MANAGER** **2010-2015**

***Goodtime Music***  
[goodtimemusicstore.com](http://goodtimemusicstore.com)

### **EDITOR IN CHIEF/COPYWRITER** **2009-2016**

***The Tone King***  
[thetoneking.com](http://thetoneking.com)

## **STORIES & SUCH**

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### **Becoming**

**2009**

Fiction. Novel. Horror. Praised for its “poetic prose” and “inventive and uniquely flowing story.”

### **Uncanny Valley**

**2010**

Fiction. Short story.

### **Pubs**

Musical Merchandise Review, The Music Trades, Kane County Chronicle, Illinois Entertainer, Services Marketing—Eighth Edition

## **SCHOOLING, SKILLS, CLUBS**

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### **Roosevelt University**

***B.A. Philosophy***

Philosophy of Mind  
Franklin Honor Society

### **Skills**

Premiere Pro, Adobe CC, Logic Pro, Journey Builder, Marketing Cloud, HTML, Wordpress, Bigcommerce, Shopify, Microsoft Office, Mailchimp, Basecamp, Asana, Music Composition, all-around great guy

### **Toastmasters International**

***Member since 2016***

## **SOMETHING PRETTY**

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Portfolio: [marcjohsonbooks.com](http://marcjohsonbooks.com)

An accoutrement of letters of recommendation or references are available upon request.