

A GLIMPSE

Nine years' experience producing and providing direction for creative content—written, video, and audio—for use across social media, blogs, digital, and print. Experience in consultation, e-commerce, B2B, B2C, communications, and SEO.

Can play anything on guitar.

A BIT MORE

COPYWRITER **2014-Present**

TCS Education System (TCS)
tcsedsystem.edu

Content | Creative direction | Copy | Communications | Compliance

- Led on production of system-wide video series that included 24 deliverables for various areas of deployment
- Wrote, consulted, and provided creative direction on TCS Ed System's 5-year strategic plan
- Penned internal communications for leadership and board of trustees
- Provided direction and wrote ads for five colleges and universities
- Developed blog strategy and content
- Built email campaigns using Journey Builder

CONSULTANT **2014-Present**

Mondopoint
mondopoint.com

Consulting | Strategy | Marketing | PR | B2B | Copy

- Led on development of mondopoint.com
- Developed B2B campaigns, whitepapers, and collateral
- Provided insight that helped result in securing several advocates and a formal agreement with a prominent health care system
- Helped establish an approach for the design and implementation of Mondopoint's proprietary software
- Consulted regarding marketing, PR, sales, and structure

CREATIVE DIRECTOR **2007-2014**

MarcJohnsonBooks
marcjohnsonbooks.com

Consulting | Content development | Video production | B2B | Copywriting

- Provided services to insurance agencies, retailers, manufacturers, blog sites, gear review sites, etc.
- Developed creative assets including video, blogs, web copy, email campaigns, and social media messaging

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

DeKalb County
dekalbcounty.org

WEBSITE MANAGER/MARKETING MANAGER **2010-2016**

Goodtime Music
goodtimemusicstore.com

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

The Tone King
thetoneking.com

SCHOOLING

B.A.

Philosophy

Roosevelt University (Honors: Franklin Honor Society)

Additional Skills

Music Composition, HTML, Adobe CC, Logic Pro, Wordpress, Bigcommerce, Microsoft Office, Mailchimp, Basecamp, Asana

PUBLICATIONS

Becoming

2009

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

Uncanny Valley

2010

Fiction. Short story.

My work has also been cited or published in:

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

PORTFOLIO

If you'd like to see something pretty: marcjohnsonbooks.com

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