



# MARC R. JOHNSON

CONTENT | MARKETING | STRATEGY

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

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## A GLIMPSE

Well versed in coming up with creative content and how to use it, I'm a stalwart copywriter with over a decade in marketing communications, producing compelling words and video for use across digital and print. I've successfully helped build brands and develop marketing strategies as a freelancer as well as in an in-house/agency hybrid environment. My work has been recognized by awards competitions and included in news publications and marketing textbooks.

Also, I can play anything on guitar.

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## A BIT MORE

### COMMUNITY MARKETING STRATEGIST 2016-Present

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

- Led B2B and B2C marketing strategy for nonprofit, socially-driven organizations (TCS Education System, TCS International, and a community of five colleges and universities)
- Developed video, print collateral, websites, and presentations
- Established metrics to measure impact of marketing efforts
- Worked with President's Office and executives to produce Year in Review and other materials
- Wrote internal and external communications for senior leadership and board of trustees

### CONSULTANT 2014-Present

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

- Reported to the CEO for this health care, technology start up
- Conceived of and implemented online marketing and PR efforts
- Led development of [mondopoint.com](http://mondopoint.com)
- Constructed B2B email campaigns, whitepapers, and collateral
- Provided insight that resulted in securing a pilot with one of the largest device manufacturers in the world

### COPYWRITER & CONTENT SPECIALIST 2014-2016

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

- Reported to the AVP of Marketing
- Developed cross-channel marketing campaigns
- Designed process for developing video and integrating into existing and future campaigns
- Conceptualized and led on video production for five higher-ed institutions and TCS
- Came up with content strategies for websites and blogs
- Built email campaigns using Journey Builder—which is pretty cool
- Penned and directed creative for TCS 5-year strategic plan



**COUNTY BOARD COMMISSIONER, DISTRICT 8**

*DeKalb County*

**2012-2014**

- Represented the 8<sup>th</sup> district regarding tax appropriation, county road and bridge projects, planning and zoning, health and human services, etc.
- Led the creation of Zero Waste Task Force, which completed a 20-year waste management plan that was approved by the DeKalb County Board on September, 17<sup>th</sup> 2014 by a vote of 20 to 4—representing the county's largest step toward ecological stability in over 20 years

**COPYWRITER/CREATIVE DIRECTOR**

*Freelance*

**2007-2014**

- Marketing services for clients including guitar instrument/amplification manufacturers, home/car insurance representatives, park districts, brick and mortar retailers, etc.

**EDUCATION**

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**B.A.**

***Philosophy***

Roosevelt University (Honors: Franklin Honor Society)

**Additional Skills**

Wordpress, Google Analytics, SEO, HTML, Adobe CC, Logic Pro, Journey Builder, Mailchimp, Basecamp, Asana, Teamwork, Office 365