



Taylor Johnson

415 W. Cooper Street • Maryville, MO 64468
taylorjohnson126@gmail.com • 913.481.0924
Portfolio: <http://www.taylorljohnson.com>

PROFILE

- A dedicated, professional individual with 5 years of leadership experience in the workplace.
- Known to be a creative, detail-oriented person who utilizes critical thinking to solve any problem.
- Demonstrates active listening skills in order to learn new ideas or concepts as quickly as possible.

EDUCATION

Bachelor of Science in Interactive Digital Media/New Media

Northwest Missouri State University, Maryville, MO

Anticipated May 2019

Overall 4.0 GPA

PROFESSIONAL EXPERIENCE

Digital Manager | Knacktive | Maryville, MO

January 2019 - Present

- Learning how to strategize and communicate with team members in order to develop an effective marketing plan for the Maryville Board of Tourism.
- Will brainstorm and implement ideas for the Board's logo, website, and social media sites.

Crew Chief | Culver's | Olathe, KS

May 2011 - Present

- Began as a crew member, but was promoted 3 times due to leadership skills and strong work ethic.
- One of the first hourly employees selected to attend a National Culvers Conference in February of 2018 that focused on marketing, engagement, and guest experience.

Photographer | Northwest Missourian | Northwest

August - December 2017

- Learned how to manually operate a Canon EOS Rebel T2i and take photos for the sports, news, and entertainment sections of the newspaper.
- Completed three weekly assignments while communicating with the Photography Beat Leader.

TECHNICAL SKILLS

User Testing/UX
Adobe XD

HTML
CSS

Sketch
Photography

Wordpress
SEO

Invision
Google Analytics

INVOLVEMENT

Mentee | UXPA Mentorship Program

June 2018 - Present

- Received guidance from a mentor regarding my resume, portfolio, and classwork.
- Attended UXPA events to discuss and learn more about this field of work, such as the topics of user testing and research.

Member | AdInk Advertising Club

August 2018 - Present

- Listened to professional speakers in the advertising industry and attended networking events.

Leadership Member | Baptist Student Union

December 2017 - Present

- Gained experience working alongside others by planning monthly events to grow a sense of community in the organization.

Member | Northwest Dance Company

August 2015 - Present

- Quick learner; memorized dances within 5 weeks and performed them to hundreds of people.