

# Kenasia M. Johnson

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Media & Communications Specialist

Oklahoma City, Oklahoma

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## Resume Profile

Media and Communications leader with experience in planning, writing and overseeing content in multiple industries. Aiming to contribute my communications, marketing, and creative writing expertise to strengthen the role at . Possesses a Bachelor's Degree focused in Broadcast & Digital Journalism.

## Skills and Assets

- Project/Content management
- Corporate communications (Internal/External)
- Media and press relations
- Information gathering
- Copyediting/Copywriting
- Proofreading
- Blogging
- AP Style writing
- Social media branding
- Video/Graphics editing
- Search Engine Optimization (SEO)
- Google Analytics
- Hootsuite
- Microsoft Office 365

## Relevant Experience

Content Manager — INSURICA |Oklahoma City, OK  
2021-Current

- Managed and executed the content development and writing for marketing sales collateral including, brochures, newsletters, flyers, postcards/direct mail, presentations, etc.
- Designed and developed external communication content including press releases, annual agency reviews, advertising copy, white papers, and email content

- Responsible for the content development for digital platforms including, but not limited to social media accounts, paid social and lead generation venues, blog posts, as well as the landing page, website, and infographic content
- Developed and maintained an effective content/editorial calendar
- Participated in seminars and other training for knowledge and skill development

Senior TV News Producer — Sinclair Broadcast Group|Oklahoma City, OK/Amarillo, TX  
2016-2021

- Supervised and developed local tv news content for viewers in small to medium-sized markets
- Increased yearly show ratings by 40% in newscasts by focusing on the target audience
- Researched, pitched, and wrote news stories, coordinated multiple crews for breaking and developing news events
- Incorporated social media into newscasts to engage the audience and promote brand
- Revamped the creative format for the hour-long newscast to increase viewership
- Mentored college interns seeking to pursue careers in the broadcast journalism industry

## **Publications**

- Contributing writer/Editor, The Cost Media
- Contributing writer, Read Write! An Introduction to Integrating Reading and Writing
- Self-published author, The Soul Balance Devotional: A 45-Day Journey to Transform and Revive Your Inner-Self

## **Education**

Bachelor of Arts, Broadcast & Digital Journalism — University of North Texas, 2015  
Associates of Arts, Journalism — Richland College, 2013