

AMBER K. DAVIS JOHNSON

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Burbank, CA

writer

Editing, Writing & Creative Content

Visual thinker, with a clear, precise communication style. I offer fresh marketing language, accessible technical writing, and conversational storytelling. My aim is to work with a creative team, pairing the right language with the best images, for maximum impact in any context.



Education

B.A. English, Creative Writing
University of Montana, 2017

Career History

- Director, Senior Activity Center, Retirement Housing Foundation, *2018-Present*
Defined brand standards and re-designed all public and in-house documents, forms, signs, brochures, and other media to comply, for the nation's largest affordable housing community for seniors. Wrote, edited, and managed layout for 8-page monthly newsletter, increased pagecount to 12 and continued; doubled newsletter ad sales and increased e-newsletter subscribers by 30%. Created and wrote participation agreement waivers, space usage contracts, grants, sponsorship packages, press releases, event speeches, etc. Managed social media. Planned and executed multiple large-scale events annually. Acted as liaison to sponsors and community partners in person and in writing.
- Writer, Creative. Freelance, *2012-Present*
Published in *The Oval* 2016 & 2017, Parent.co, LinkedIn, MissoulaYMCA.org, and Mamaload.com. Featured poet, *Poetry for Lunch*, 2016 & 2017. Content writer for Rebecca Jeane Photography. Resumé consultant. Blogger. Project contributor, *Sewing the Seasons*, by Sandi Henderson, Wiley, 2013.
- Member Service Coordinator, Missoula Family YMCA, *2013-2017*
Re-designed, re-wrote, re-branded all membership and marketing materials branch-wide. Created and wrote operational manuals for multiple departments, as well as curricula for summer programs, press releases, radio ads, annual campaign solicitation letters and speeches, blog articles, and job descriptions. Voiced radio ads. Keynote speaker at annual fundraising event. Managed multiple departments and a large staff, as well as multiple annual events.



Skills

- Outlook, Word, Powerpoint, Excel
- InDesign CC, Illustrator CC
- Google Docs, Gmail, etc.
- Wordpress
- Social Media
- Public Speaking
- Speech writing
- Copyediting/ Proofing
- Layout
- Branding
- Research and citation
- AP Style

LinkedIn:
[Amber K. Davis Johnson](#)

Portfolio:
[AmberJuneStudios.com](#)

“There are two qualities that I look for which are worth any wage: taste and judgement. Everything else can be bought by the yard.”

-Robin McDonald