

Jessica Johnson

Summary of Qualifications

Strategic communications professional with experience shaping internal and external communications in complex organizations. Translates business priorities into clear, actionable messaging that strengthens employee engagement and drives growth.

Contact

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Atlanta, GA 30328

Portfolio

jessicamarie.journoportfolio.com

Education

M.A. IN COMMUNICATION & MEDIA STUDIES, 2021
BRENAU UNIVERSITY

B.A. IN ENGLISH & PROFESSIONAL WRITING, 2017
COLUMBUS STATE UNIVERSITY

Skills

Strategic Planning
Storytelling
Media Relations
Press Release Writing
Crisis Communications
Email Marketing and CMS Platforms
(SharePoint, Salesforce, Stripo, MailChimp, etc.)
Emotional Intelligence and Empathy
Active Listening and Feedback Interpretation
Cross-Cultural Communication

Experience

SR. COMMUNICATION SPECIALIST
ROLLINS, INC. | CORPORATE COMMUNICATIONS
May 2025 – Present

- Develop and execute internal and external communications strategies, managing company-wide messaging and social media channels, including LinkedIn and Viva Engage, to support business priorities and employee engagement
- Partner with senior leaders on alignment between enterprise messaging, business priorities, and executive direction
- Drive enterprise storytelling within operational teams (safety, regulatory, fleet, procurement), translating complex information into clear, engaging communications for frontline employees across company brands
- Measure and optimize communication effectiveness using performance metrics and insights, refining strategies based on engagement and reach data
- Mentor junior team members, sharing best practices and functional expertise to elevate team performance

SR. COMMUNICATION SPECIALIST
SOUTHWEST AIRLINES | LABOR COMMUNICATIONS
June 2023 – May 2025

(Promoted May 2024)

- Developed and delivered labor-focused communication strategies, advising C-suite leaders on messaging for union relations, negotiations, and organizational updates

Volunteerism

Girls, Inc. Volunteer

Delta Sigma Theta
Sorority, Inc. Member

- Wrote, edited, and managed high-volume communications, including weekly updates, executive memos, slide decks, and time-sensitive announcements
- Served as communications lead for union meetings and contract negotiations, supporting the successful closure of two labor contracts within eight months through clear, educational messaging
- Crafted union-related communications that increased audience reach by 21% in 2023 and strengthened engagement across labor audiences
- Monitored labor-related social media, industry news, and union communications to inform strategy and proactive messaging
- Collaborated with internal partners and external stakeholders on special projects and PR campaigns, supporting relationship-building and reputation management

EXTERNAL COMMUNICATIONS MANAGER

K STRATEGIES GROUP | PUBLIC RELATIONS & MARKETING FIRM

June 2022 – Apr. 2023

(Promoted Nov. 2022)

- Led and managed a team of 4–6 public engagement specialists, equipping the team with strategic direction and tools to deliver client outcomes and support retention
- Created and managed start-to-end communication initiatives and campaigns, serving as a leadership representative internally and as a primary client-facing contact
- Oversaw planning, execution, and quality control across team deliverables to ensure consistency, accuracy, and effectiveness
- Designed and executed public engagement programs for diverse communities, including educational seminars and large-scale community meetings

COMMUNICATIONS SPECIALIST

CROWN CASTLE | COMMUNICATIONS INFRASTRUCTURE SOLUTIONS

Mar. 2018 – June 2022

- Ranked among the top 10 company performers in KPIs and project forecasting for three consecutive years
- Partnered with National Real Estate Business Development Managers, external customers, and cross-functional teams to identify and execute strategic communication initiatives supporting wireless infrastructure deployment

- Drafted and prepared regulatory and legal-facing documents, including notices of construction and encroachment materials
- Implemented standardized reporting processes for project- and senior-level stakeholders, improving visibility into progress and performance