

# Jessica Johnson

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## Summary of Qualifications

- Experience in corporate communication, public relations, and project management
- Orchestrates communication efforts to align with an organization's goals and values
- Translates complex jargon into captivating and concise terms for education and advocacy

## Contact

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## Portfolio

[jessicamarie.journoportfolio.com](http://jessicamarie.journoportfolio.com)

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## Education

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

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

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## Skills

Strategic Planning  
Content Creation  
Storytelling  
Media Relations  
Press Release Writing  
Corporate and Crisis Communications  
SEO  
Presentation Skills  
Marketing Automation  
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**  
SOUTHWEST AIRLINES | LABOR COMMUNICATIONS  
May 2024 – Present

- Develops content and advises C-Suite executives on communication plans
- Reviews, copyedits, publishes, and supports the distribution of high-volume content, e.g. weekly updates, memos, slide decks, and more
- Story mines and collaborates with external stakeholders to build/maintain strong relationships
- Assists Corporate Communications Director with special projects, such as external communication and press releases

**COMMUNICATION SPECIALIST**  
SOUTHWEST AIRLINES | LABOR COMMUNICATIONS  
June 2023 - May 2024

- Crafted union-related communications that increased audience reach by 21% in 2023
- Promoted the department's social media accounts via communication strategies to increase engagement
- Attended union meetings as the communications lead to support contract negotiations; helped closeout 2 contracts within 8 months by providing educational materials and updates
- Monitored social media channels, industry news, and union communications related to labor negotiations

## **Volunteerism**

Southwest Airlines  
Culture Ambassador

Delta Sigma Theta  
Sorority, Inc. Member

Embassy City Church  
Hospitality Team Lead

## **EXTERNAL COMMUNICATION MANAGER**

K STRATEGIES GROUP | PUBLIC RELATIONS & MARKETING FIRM

Nov. 2022 – Apr. 2023

- Created successful public engagement programs for diverse communities, i.e. educational seminars, community meetings, etc.
- Led a team of 4-6 public engagement specialists; ensured team was equipped with initiatives to execute deliverables for client success and retention (clients include: Dallas Area Rapid Transit and Texas Department of Transportation)
- Managed all phases of communication initiatives and represented team on a leadership level, internally and externally
- Identified and quickly resolved obstacles while capitalizing on opportunities in real time

## **SR. PUBLIC ENGAGEMENT SPECIALIST**

K STRATEGIES GROUP | PUBLIC RELATIONS & MARKETING FIRM

June 2022 – Nov. 2022

- Managed press kits and media briefs for all media inquiries
- Helped create and implement multi-channel communication strategies and public relations campaigns to advance client brands
- Coordinated eye-catching marketing collateral (i.e. flyers, brochures, presentations, newsletters, and digital assets)
- Drafted weekly reporting for managers and C-Suite execs

## **COMMUNICATION SPECIALIST**

CROWN CASTLE | COMMUNICATIONS INFRASTRUCTURE SOLUTIONS

Mar. 2018 – June 2022

- Ranked top 10 in company KPI performers and project forecasting 3 years in a row
- Collaborated with the National Real Estate Business Development Managers, external customers, and cross-functional partners to identify strategic communication initiatives for the deployment of wireless infrastructure
- Drafted documents for legal review, e.g. notices of construction, encroachment documents, etc.
- Implemented processes and procedures for reporting at project and senior levels