



JESSICA JOHNSON

DALLAS, TX

PROFILE

Jessica Johnson is a dedicated servant leader with experience in internal and external communications, public relations, project management, and stylistic and technical writing. Jessica is currently seeking opportunities to advance her career in mid- senior level communications with a company that prioritizes a healthy company culture, innovation, community involvement, and work/life balance.

CONTACT

PHONE:
678-542-9199

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SKILLS

Adept technical writer
AP Style expert
B2B and B2B2C
Community advocate
Confident communicator
Editor/QAQC professional
Media outreach
Relationship builder
SharePoint specialist
Strategic planning
Project
management
Subject matter expert

EDUCATION

Master of Arts in Communication & Media Studies, Brenau University
May 2021

Bachelor of Arts in English, Columbus State University
May 2017

WORK EXPERIENCE

**Southwest Airlines, Labor Relations
Communications Professional**

June 2023 – Present

Plan, write, edit, and publish company union-related communications, such as weekly and monthly reports, memos, updates, press releases, training guides, and more. Attend union meetings and negotiations, seeking input and approval for company and union contracts. Collaborate with labor communication team members, negotiating team members, operation leaders, communication advisors, and external stakeholders to develop and deliver various communications and plans. Monitor social media channels, industry news, and union communications related to labor negotiations.

**K Strategies, Marketing and Public Relations
Public Engagement Professional/
Interim Director**

June 2022 – April 2023

Led and directed campaigns and projects including project strategies, action plans and public campaigns. Created proactive and successful public engagement programs in a wide range of diverse communities. Coordinated eye-catching marketing collateral (flyers, brochures, presentations, newsletters, and digital assets). Managed press kits and media briefs.

Developed and drove multi-channel communication strategies and public relations campaigns to advance client brand development. Successfully managed and oversaw a team of nine public engagement and communication employees. Created budgets for the communications department and ensured compliance with all company policies and procedures. Maintained continuous knowledge and status of all communications initiatives, identified, and quickly resolved obstacles, while capitalizing on opportunities in real time.

**Crown Castle, Telecommunications
Communications Specialist**

March 2018 – June 2022

Ranked top 10 in company performers in KPIs and project completion forecasting three years in a row. Worked with the National Real Estate Business Development Manager, internal and external customers, and cross-functional partners to identify strategic initiatives and real estate portfolios for the deployment of wireless infrastructure. Composed written documents regarding legal information (notices of construction, tower modifications, etc.). Implemented procedures for reporting at the project and senior levels.