

Jessica Johnson

Professional Summary

- Strategic communications professional with experience spanning corporate communications, public relations and project management across diverse industries.
- Develops and leads communication strategies and initiatives that connect business priorities with organizational goals, stakeholder needs and effective execution.
- Translates technical and operational information into clear, audience-focused messaging that strengthens understanding, drives engagement and supports business outcomes.

Contact

jessica_johnson94@ymail.com
(678) 542-9199
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

Experience

SR. COMMUNICATION SPECIALIST
ROLLINS, INC. | CORPORATE COMMUNICATIONS
May 2025 – October 2026

- Developed and executed integrated internal and external communications strategies, advising executives on messaging, audience segmentation and channel selection. Translated business priorities into financial reports, executive presentations, announcements, talking points and employee communications.
- Partnered with safety, regulatory, fleet, procurement and technical services teams to develop targeted communications that equipped managers and frontline employees with timely, actionable information on operational updates, safety practices, product changes and regulatory requirements.
- Designed and led the communications and change management strategy for a companywide dash camera and telematics program spanning approximately 17,000 vehicles across 19 brands. Tailored messaging and stakeholder engagement for executives, division and regional leaders and frontline teammates.
- Led LinkedIn content strategy and execution for Rollins and senior leaders (including CEO), using monthly performance metrics to evaluate engagement, guide content decisions and optimize audience growth. Increased company page followers by 19.4% from May 2025 to September 2026.
- Mentored junior team members on communications best practices, providing guidance and promoting consistency and quality across team deliverables.

Skills

Strategic Communications
Executive Communications
Internal and External
Communications
Employee Engagement
Change Management
Frontline Communications
Stakeholder Engagement
Media Relations and Public
Relations
Issues Management and
Risk Communications
Communications
Measurement and Analytics
Cross-Functional Program
Management
Project Coordination and
Execution
Project Forecasting and
Reporting
Process Improvement

Resource Allocation and
Budget Management
Client Relationship
Management
Team Leadership and
Mentoring

Tools/Platforms

Microsoft Teams
PowerPoint
Word
Excel
SharePoint
Poppulo
Stripo
Viva Engage
Salesforce
LinkedIn
Instagram
TikTok

Volunteerism

Girls, Inc.

Delta Sigma Theta
Sorority, Inc. Member

SR. COMMUNICATION SPECIALIST

SOUTHWEST AIRLINES | LABOR COMMUNICATIONS

June 2023 – May 2025

(Promoted May 2024)

- Advised C-suite executives on labor communications strategy, stakeholder engagement and messaging for union relations, contract negotiations and organizational updates, aligning communications with business priorities and labor relations objectives.
- Developed educational communications and resources, including manager toolkits, teammate one-pagers and explainer videos, translating complex labor topics into accessible messaging that equipped leaders and employees to navigate contract updates and organizational change.
- Served as the communications lead during active union contract negotiations, collaborating with HR, Benefits and Industry Analytics partners to inform negotiation-related communications and support the successful closure of two labor contracts within eight months.
- Increased internal labor communications audience reach by 21% in 2023 through monthly performance tracking, data-informed content optimization and targeted messaging strategies.
- Monitored labor-related social media, industry news and union communications to identify emerging issues, assess stakeholder sentiment, flag potential risks and dependencies, and inform proactive communications strategies.

EXTERNAL COMMUNICATION MANAGER

K STRATEGIES GROUP | PUBLIC RELATIONS & MARKETING FIRM

June 2022 – April 2023

(Promoted November 2022)

- Managed team operations and financial planning for four to six public engagement specialists, overseeing resource allocation, budget forecasting, expense approvals, vendor costs and financial reporting to support project delivery and client objectives.
- Directed external communications strategies and campaigns for clients across transportation, aviation and technical industries, advising clients and aligning communications plans with business objectives.
- Supported contract renewals with Dallas Area Rapid Transit (DART) and the Texas Department of Transportation (TxDOT), strengthening client relationships and contributing to continued business through effective communications and public engagement.
- Generated media relations and public relations opportunities by developing story ideas, pitching client projects to media outlets and identifying newsworthy initiatives to pursue earned media coverage.
- Led public engagement and technical communications for complex infrastructure projects, including DART's Silver Line, translating technical information into accessible messaging and coordinating community meetings and educational seminars.

COMMUNICATION SPECIALIST

CROWN CASTLE | TELECOMMUNICATIONS INFRASTRUCTURE SOLUTIONS

March 2018 – June 2022

- Ranked among the company's top 10 performers in key performance indicators (KPIs) and project forecasting for three consecutive years, demonstrating consistent performance and strong project coordination.
- Coordinated project activities and stakeholder communications with national real estate business development managers, property stakeholders and cross-functional teams to support wireless infrastructure deployment.
- Managed coordination across a diverse portfolio of commercial property accounts, including Public Storage, American Water and small businesses, addressing stakeholder needs related to properties used for Crown Castle's wireless infrastructure.
- Prepared regulatory and legal-facing documentation, including notices of construction and encroachment materials, to support real estate projects and infrastructure deployment.
- Standardized project reporting for teams and senior leadership, improving visibility into project progress, performance metrics and forecasting.