

Jessica Johnson

Summary of Qualifications

- Experience across corporate communications, public relations, and cross-functional project management
- Leads and executes strategic communication initiatives that align organizational goals, values, and business priorities
- Translates complex, technical and operational information into clear and compelling messaging that drives understanding, engagement, and advocacy among diverse audiences

Contact

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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 – Present

- Develop and execute integrated internal/external communication strategies, including organizational announcements, executive presentations, and leader talking points
- Write, edit, and manage high-visibility communications for key stakeholders across the enterprise, including safety, regulatory, fleet and procurement teams
- Drive cohesive storytelling by aligning enterprise messaging with business strategy and organizational priorities
- Measure communication effectiveness using performance metrics and insights to continuously refine and optimize campaigns
- Lead content strategy and execution for internal and external social platforms, including Viva Engage and LinkedIn
- Mentor junior team members, sharing best practices and functional expertise to elevate team performance

Skills

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

Volunteerism

Girls, Inc. Volunteer

Delta Sigma Theta
Sorority, Inc. Member

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
- 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 COMMUNICATION 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

COMMUNICATION 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