



Sharon Y. Johnson

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PROFESSIONAL SUMMARY

Exceptional communications professional with a demonstrated competency in media relations, speech writing/public speaking, and teaching in higher education. History of meeting goals and utilizing consistent and organized practices. Skilled leader working under pressure and adapting to new situations and challenges to enhance the organizational brand.

SKILLS

- Exceptional Written and Verbal Communication Skills
- Media & Leadership
- Social Media Strategy & Content Creation
- Google Workspace (Docs, Sheets, Drives, Forms, Calendars)
- Speech & Quote Writing
- Public Speaking
- Videography/Editing
- Data Confidentiality
- Microsoft Word, Excel, and PowerPoint

WORK HISTORY

SENIOR COMMUNICATIONS SPECIALIST JULY 2023 - PRESENT Catholic Charities of the Diocese of Raleigh | Raleigh, NC

- Expand the reach of the Catholic Charities Communications Department.
- Create Catholic Charities-focused content by identifying new categories of innovation to grow the Catholic Charities footprint through media engagement and social media.
- Primary point-of-contact between the local community and Catholic Charities
- Develop and implement strategic communications plans in alignment with program goals and objectives
- Research, Write, Create, Edit, and disseminate high-quality internal and external communications materials such as speeches, quotes, press releases, newsletters, presentations, and reports.
- Coordinate qualitative and quantitative data collection, and turn that research data into actionable insights to understand and prioritize community needs, as well as identify social risks and opportunities
- Use research findings and exercise thought leadership to develop location-specific community strategy that delivers on Catholic Charities mission and vision
- Lead strategic engagements with local community groups such as municipal leaders and community-based non-profit organizations to adopt Microsoft community initiatives into their core focus.

COMMUNICATIONS INSTRUCTOR

01/2022 to 05/2023

Pitt Community College | Greenville, NC

- Creative and visual communications instructor with full load of 5 classes per semester (Classroom & Online)
- Engaging Public Speaking Writer/ Instructor
- Active student advisor/mentor to 20+ diverse students obtaining AA & AS degrees
- Diverse professional development advancement to continually collaborate across multiple teams to develop an understanding and framework of target students, customers, personas, and messaging to resonate with target audiences

MAIN ANCHOR/REPORTER 6&11 NEWSCAST

07/2018 to 06/2021

WITN TV | Greenville, NC

- Knowledgeable, enterprising, and resourceful Anchor/Reporter -Exceptional cold call and "man on the street" impromptu interview success
- Quick and effective writer under deadlines
- Calm in high-pressure situations
- Excels with clear and engaging delivery of breaking news
- Research, write, edit, and present live television news
- website, and social media news writer

DIRECTOR OF MEDIA AND COMMUNITY RELATIONS

08/2017 to 07/2018

Pickens County Government | Pickens, SC

- Governed the county's communication department in all activities related to public information, community relations, social media, county publications
- Planned, promoted, and implemented all public information for Pickens County Government
- Prepared and communicated information to news media, employees, and the public
- Coordinated various employee and community relations programs
- Managed communication department budget
- Served as media spokesperson and lead event speaker/moderator

TV ANCHOR/REPORTER

11/2014 to 08/2017

WHNS FOX Carolina | Greenville, SC

- Knowledgeable, enterprising, and resourceful Anchor/Reporter
- Quick and effective writer under deadlines
- Calm in high-pressure situations,
- Excels with clear and engaging delivery of breaking news
- Proven ability to provide newsroom leadership

COORDINATOR & LIAISON, COMMUNICATION COORDINATOR 03/2013 to 04/2014

Bon Secours St. Francis Health System | Greenville, SC

- Developed and implemented executive speeches, public relations, and marketing plans
- Media/Community liaison & representative

ASSISTANT PROFESSOR

09/2010 to 09/2011

Lander University | Greenwood, SC

- Taught Mass Communication Classes
- General Manager of the College TV Station
- Mentored Mass Communication Students
- P/T University Public Relations Responsibilities

ANCHOR/REPORTER

07/1999 to 05/2009

WYFF | Greenville, SC

- Anchored, researched, wrote, reported, delivered daily newscast

ADJUNCT PROFESSOR

01/2007 to 01/2009

North Greenville University | Tigerville, SC

- Responsible for teaching students the fundamentals of speech and tools for successful communication
- Mentored students and career guidance

EDUCATION:

Bachelor of Arts | Broadcast Communication
North Carolina A&T State University, Greensboro, NC

Master of Arts | Strategic Communication, Marketing, & Leadership
Seton Hall, South Orange, NJ