

Highlights

Marketing Communications Creative & Management • Story-Teller • Blending classic branding techniques with digital tactics to build marketing juggernauts • Created position for Ben Gay that increased sales by \$20M in one year.

- Developed marketing strategy & creative that grew sales for composite piping company by 22% in 12 months.
- Corporate and NYC Ad Agency experience • Consumer, Business to Business, High tech, Construction, Engineered Products & Services.

Skills

Marketing Strategy | Positioning/Branding | **Content Creation** | Advertising | **Public Relations** | Traditional & Social media | **Graphic Design** | Writing | **Internal Communication** | Special Events | **Audio/ Video writing & production** | News, feature stories, press releases | **Photography & Video** | HTML, CSS web site development | **Trade Show Presence** |

Experience

CONSULTANT, BRANDING TOOLS, New York, Tulsa, Syracuse -2001- to present

Performing marketing communications work for advertising agencies, entrepreneurs and corporations including national, regional and local clients in New York metropolitan area, Tulsa, OK and Syracuse, NY.

MANAGING DIRECTOR EXTERNAL RELATIONS, SYNAPSE PARTNERS. Syracuse NY - 12/2012 to 06/2014 National environmental insurance wholesaler with risk management, property resource, real estate consulting and development entities.

- All corporate branding for 4 separate companies, a Not-For-Profit foundation, and an additional joint venture.
- Formulated strategic cross channel marketing communication plan to spearhead rollout of new company specializing in construction pollution insurance. • Co-wrote successful \$1MM grant application and all materials promoting major public/private regional economic development project. • Market research on carbon trading credits led to new financial product to insure performance of green energy retrofits for large scale commercial and multifamily residential buildings.
- Developed three new web sites, social media pages and all creative content for logos, trademarks and advertising. Wrote and placed news articles in magazines, journals and newspapers.

MARKETING DIRECTOR, ON SITE FACILITY SERVICES, Syracuse NY - 03/09 to 02/10

Construction company and Commercial Exterior Property Maintenance company.

- Created brand identity, and all marketing communications for 2 companies including two web sites, brochures, statement of qualifications, proposals, direct mail campaign, corporate logos, signage, public relations.

MANAGER CORPORATE COMMUNICATIONS, SENSIS CORP. Dewitt NY - 11/00 to 5/01

Manufacturer of aviation situational awareness systems, radar enhancements for air traffic control and air defense.

- Trade show exhibits, collateral sales materials, public relations, internal communications, web development, product naming, product sheets, advertising.

- Dana Johnston resume, p. 2

MANAGER MARKETING COMMUNICATIONS, FIBERCAST CO. Sand Springs OK -12/95 to10/96

Manufacturer of composite piping for corrosives.

- Reduced marketing costs, performed market research, re-positioned Brand. Developed integrated marketing communications plan. Executed creative campaigns to increase awareness, share of market, sales.
- Created direct mail promotion that achieved 6+% return. • Sales increased 22% over year earlier period.

COPYWRITER- NORTH CASTLE PARTNERS, Greenwich CT. • Full service advertising agency.

- Creative work landed \$1 million piece of Lea & Perrins account.
- Introduced Captain Morgan Spiced Rum, Lea & Perrins Steak Sauce. Created Seagrams Wine Coolers.
- Named firstAT&Tcell phone service"Priority One." TV & print Colgate detergents,shampoos.Lea & PerrinsWorcestershire Sauce, New Products. Belle Bonne Liqueur, Cold Power, Axion, Fresh Start, Punch, Splendor Shampoo, US News & World Report,

COPYWRITER- McCaffrey & McCall, New York City. • Full service advertising agency.

- Created new position for Ben-Gay that increased sales by \$20 million in first year of implementation.
- ABC-TV Network, including Good Morning America when it became 1st in Time slot. Barbara Walters Specials, Pfizer New Products,Canadian Club, Texize Air Fresheners

MANAGER INFORMATION SERVICES, SCM CORP., New York City. Conglomerate.

- Consumer Product publicity, Smith Corona, Proctor Silex.Writing and production of annual and quarterly reports to shareholders, management newsletter, and organization of special events including annual meeting.

COPYWRITER- GENERAL ELECTRIC COMPANY, Schenectady, NY. (In-house agency "Advertising and Sales Promotion Operations")

- Power Generation and Power Delivery Group.
- Slide and film presentations on energy. Speeches for corporate and public events. Organized special events, sales meetings, including huge conference for presidents of all utility companies in USA.Supervised production of brochures, collateral materials and employee newsletters relating to power generation and delivery, installation and service engineering.

Education:

BA Communications Hamilton College. Major: Communications

Special study Harvard University, NYU Institute of Film and Television, School of Visual Arts. Masters Level creative writing course work,Wilkes University MA ABD. Non-fiction writing published in national magazines.

Affiliations:

MAINSTREAM GREEN INC. Camillus, NY 02/2015 - present. President & CEO Board of Directors. 501C-3 charity that uses media & grassroots outreach to popularize habits that save energy and money,cut waste, prevent pollution, protect resources and shrink use of fossil fuels. #MostReusableShoppingBagsDistributedIn24Hours #PlasticFreeFridays #TURNitOFF #SyracuseLEDStheWay #WhenYourCarIsInPtURNitOFF www.mainstreamgreen.org.

SOLARIZE CNY: Syracuse, NY - 2014, 2015 Solarize Ambassador. Collaborative public and media relations, advertising, city and county government interface, for Solarize Syracuse, a joint non profit solar initiative of NYSERDA, Central NY Regional Planning and Development