

Resume of Dana Johnston

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Summary

Marketing Communications Management & Creation • Blending classic branding techniques with digital tactics to build marketing juggernauts • Corporate and NYC Ad Agency experience • Business to Business, Business to Consumer, Retail, Agribusiness, Not for Profit. Created position for Ben Gay that increased sales by \$20M in one year. Developed marketing strategy & creative that grew sales for composite pipe company by 22% in 12 months.

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

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 communications 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.

CONSULTANT, BRANDING TOOLS New York, Tulsa, Syracuse - 1984 to present

Simultaneous with child-rearing venture. Performed marketing communications work, including web site development, for advertising agencies, entrepreneurs and corporations including national, regional and local clients in New York metropolitan area, Tulsa, OK and Syracuse, NY.

MANAGER MARKETING COMMUNICATIONS, FIBERCAST CO. Sand Springs OK -12/95 to 10/96

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.

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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 first AT&T cell phone service “Priority One.” TV & print Colgate detergents, shampoos. Lea & Perrins Worcestershire 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 promote habits that cut waste and pollution while shrinking use of fossil fuels. Leading public presentations on solar energy, engine idling, electric vehicles, energy waste, food waste, recycling. Branding, marketing, public relations, social media. www.mainstreamgreen.org. Twitter: @MainstreamGrn Facebook: <https://www.facebook.com/mainstream2green>

SOLARIZE CNY: Syracuse, NY - 06/2014 - present. Solarize Ambassador.

- SOLARIZE 2015: Promoting solar installation in 5 counties. Group of volunteers signed 1100 property owners for solar site assessments Summer 2015.
- SOLARIZE SYRACUSE, 2014: 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 Board and community groups. The program was limited to the City of Syracuse, and the Towns of DeWitt, Manlius & Onondaga.
- As of November 15, 2014 the five month initiative had resulted in more than 77 building owners with signed contracts for a total of 520+ kilowatts, which more than doubled the amount of solar capacity ever installed in subject area.

Grant writer for Not For Profit organizations such as Chestnut Hill Elementary PTO, Liverpool Girls Softball League.