

ROMMIE JOHNSON

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Summary

Content strategist, journalist, editor, writer, social media wonk, web geek. Proficient learner, patient teacher.

Experience

Editorial Manager, Sustainability Accounting Standards Board, San Francisco CA 2014 – 2016

- Developed communication products and strategic messaging for organization's key audience segments
- Authored curriculum for education program projected to earn 37% of organization's long-term revenue
- Penned speeches delivered to professionals representing \$1.5T market cap and \$8.1T assets under management, and made on the floor at the United Nations
- Ghost-wrote for high-profile business leaders, regulators, philanthropists, politicians, and academics

Content and Social Media Strategist, WorldLink, San Francisco CA 2013 – 2014

- Developed and implemented cyclical, interactive content and social media strategy
- Directed, wrote and edited content and coordinated editorial calendar and workflow
- Nurtured strategic partnerships with government orgs, NGOs, community groups and educators
- Developed curriculum for educators, U.S. Navy and other partners from concept to completion

Special Projects Director, Taquero Inc., Tampa FL 2011 – 2012

- Helped grow business from one to five locations
- Standardized practices, developed and implemented training curriculum
- Established employment policies and wrote employee handbook
- Oversaw day-to-day operations and managerial accounting
- Reduced labor costs 23.8% to make downtown location profitable

TBOExtra.com Editor, Tampa FL 2008 – 2011

- Developed content strategy, oversaw content migration and launched re-branded entertainment channel
- Oversaw all print and multimedia entertainment content — including conception, assignment, editing and production, as well as reporting and writing
- Increased website page views 20.9%, unique visitors 25.5% and total visits 25.1%
- Wrote multiple entertainment blogs; developed, produced and co-hosted related monthly podcasts
- Established reverse-publishing workflow to streamline operations

Editor, The Tampa Tribune, Tampa FL 1993 – 2008

- Oversaw and produced various news and features sections from concept to completion
- Managed team of correspondents
- Served as newspaper's dining critic (2007-2011) and Redesign Team Leader (1995-1996)
- Implemented and supported news pagination, developing curriculum and training staff

Education

MBA (Beta Gamma Sigma, Phi Kappa Phi); Hough Graduate School of Business, University of Florida, Gainesville FL (2014)

Bachelor of Science (B.S.) in Psychology (with honors); College of Liberal Arts & Sciences, University of Florida, Gainesville FL (1992)



Skills

Mac/Windows, Office, Creative Suite, HTML/CSS, various CMS platforms, HubSpot, analytics, AP/Chicago styles