



Anna K. Johnson

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EDUCATION:

Auburn University, Auburn, AL
BA in Public Relations with a concentration in Marketing

Graduation Date: December 2009
Cumulative GPA 3.44/4.00

SKILLS:

- Web design
- Highly organized
- Social media management
- Self Motivated
- Excellent computer skills
- Superior writing skills

RELEVANT COURSEWORK:

PR Campaigns

- Selected by the Dean of College of Liberal Arts to develop a campaign for Alabama Power and Russell Lands
- Campaign goals are to produce positive image to the public by seeking to prevent future littering of Lake Martin
- Incorporating fundamental public relations tools such as press releases, pitch letters and social media in order to reach local media and volunteers.

Website Style & Design

- Gaining working knowledge of Adobe Photoshop, Adobe InDesign, HTML/CSS, Snagit, Macromedia Flash 8, WordPress, Ning, Movie Maker and Autorun
 - Ability to create graphics, WebPages, CD-ROM's, tutorials, pamphlets, logos and other PR related elements and publications
 - Administrator on Auburn University's first social media site. Duties include media management as well as content editor
 - Creating a digital portfolio containing: newsletters, brochures, blogs, tutorials and audio/podcast content
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EXPERIENCE:

Talladega Superspeedway, Talladega, AL

Summer 2009

Public Relations and Consumer Marketing Intern & Race Assistant

- Assisted with the planning and implementation of national and local press conferences
- Researched photo/print archives for creation of brochures, websites and media guides
- Assisted with web page design, creation and implementation using Sitecore and other web based content software
- Managed several social media sites, some include: Facebook, Twitter, Tumblr, and Digg

Auburn Athletic Department, Auburn, AL

February 2007-Present

Auburn University Recruiter & Hostess

- Maintained a constant flow of communication throughout the 300 member athletic department
 - Presented Auburn University to potential collegiate athletes
 - Planned events to promote the Auburn University Athletic Department
 - Responsible for a direct marketing program reaching approximately 1,000 potential Auburn athletes
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ACTIVITIES & AWARDS:

- William Brooks Scholarship in PR (2009)
- AU Public Relations Council (2009)
- Study Abroad (2007)
- Communication & PR Alumni Scholarship (2009)
- Tigerette (2006-2009)
- National Society of Collegiate Scholars (2007-2009)

*References available upon request