

MAGGIE JOHNSON

770-712-3406 • maggie.johnson1221@gmail.com • maggiejohnson.com • linkedin.com/in/maggiejohnson

SUMMARY

I'm a social media professional currently working at a digital advertising agency. I specialize in influencer marketing for clients in the CPG, pharma, and technology industries at the retailer and national level. I'm currently open to new opportunities to help grow and develop influencer marketing practices by leveraging my established network within the influencer industry.

RELEVANT EXPERIENCE

Manager, Social Media

October 2020- Present

Mirum Agency (Wunderman Thompson), Chicago, IL

- Manage influencer communications for brands including Unilever, Conagra, Perrigo, Intel, Colgate-Palmolive, Verily, and Dino Buddies at retailers including Walmart, Target, Kroger, Albertsons, CVS, Walgreens, etc.
- Facilitate influencer sourcing, outreach, negotiation, and content creation on social platforms including Instagram, Facebook, Twitter, TikTok, Pinterest, and Blog.
 - I have developed and fostered strong relationships with influencers and their agents in the lifestyle, food, and beauty categories who exceed expectations in deliverables and content quality.
 - I simultaneously manage up to 50+ influencers at a given time across 25 or more influencer programs.
- Develop creative briefs to communicate visual requirements, messaging guidelines, and FTC disclosures to ensure brand guardrails are being met.
- Lead kick off calls with influencers to generate excitement about the campaign
- Recommend paid social strategy and liaise with third party paid media agencies to build content calendars and optimize performance to achieve client goals including cost per click, engagement rate, and impressions/reach
- Develop and present pitch decks to clients, owning the influencer selection and social strategy approach
- Create purchase orders and process invoices to ensure timely payment to influencers after work is complete
- Analyze insights after campaign completion to recommend optimizations for future programs
- Stay abreast of social media trends and platform best practices to inform influencer content strategy and educate the agency and clients on digital updates.
- Train new staff on all stages of a campaign process from pitch to execution to completion.
 - Developed a process doc to improve the onboarding experience for the social team across all levels.

Associate Manager, Social Media

June 2018 – October 2020

Intern, Social Media

October 2017 – June 2018

Mirum Agency Chicago, IL

- Sourced influencers using Brand Trust Network to assess brand and retailer affinities while also considering content quality, audience location, impressions, and engagement rate
- Processed purchase orders for influencers and process invoices to ensure timely payment
- Created tracking links and pixels for influencers to measure campaign performance
- Developed influencer bio slides for pitch and new business decks. Provided rationale for choosing the influencer and pulled relevant statistics to align with campaign goals.

Digital Marketing Intern

Spencer Stuart, Chicago, IL

Summer 2016 and Summer/Fall 2017

- Monitored, measured, and reported on social media KPIs for the firm and its competitors
- Published content to the website using Sitecore, created Twitter cards, and tagged site content with metadata
- Documented image quality and size for 2000+ images to assist creative team
- Designed article layouts for Spencer Stuart intellectual capital using InDesign and designed charts for the annual board index publications using Illustrator
- Formatted and updated consultant photos for the website using Photoshop
- Curated content for senior level audiences using LinkedIn Elevate, a tool used to compile thought leadership internally.

EDUCATION

University of Georgia, Athens, GA

January 2016-May 2017

Bachelor of Business Administration, Digital Marketing, May 2017

Grady College Study Abroad in Shanghai, Beijing, and Hong Kong, China

May 2017

SUMMARY OF SKILLS

- Influencer outreach and negotiation
- Relationship building with influencers and their agents
- Social media strategy and strong understanding of paid social
- Expert in social media platforms including Instagram, Facebook, Twitter, and Pinterest best practices
- In-depth knowledge of Adobe Creative Suite including Illustrator, Photoshop, InDesign & Acrobat
- Strong understanding of typography and deck design
- Lifestyle photography, videography, and graphic design experience