

Brittany N. Johnson

Contact Information:

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Cell: 708.439.8123

CAREER EXPERIENCE

Publicist Assistant, Zapwater Communications, Chicago, IL **Feb. 2008 – May 2008**

- Researched editorial calendars; managed database; pitched news media for fashion, technology clients
- Assisted with event for Hotel Sax Chicago: greeter, and photographer assistant

Media Relations Coordinator, IDC-Marketing Advertising Agency, Lafayette, IN **Aug. 2007 – May 2008**

- Managed and executed press release projects: composed releases, pitched stories
- Updated contact list, forecasted media budget
- Developed and implemented media strategy with Media Director: conducted international sales; negotiated gross price for advertisement insertions; organized and approved insertion orders
- Executed media proposals for business to business clients
- Researched prospective clients for business development

Publicist Assistant, High Style Marketing, Chicago, IL **June 2007 – May 2008**

- Coordinated events, including fashion photo shoot that aired on Chicago Metromix, CLTV
- Organized/designed promotional material for events: event invitation
- Researched fashion news for editorial placement in fashion publications
- Assisted with public relations campaign for handbag designer: press releases, media coverage on ABC

Freelance Writer, Fashion Publications, Chicago, IL **Aug. 2006 – May 2008**

- Created press release for a grand opening event, which generated press in various publications
- Contributed to: Trace; Metro.Pop; Jewel; Chicago Fashion Foundation newsletter; B.East; Focus on Shoes; Purdue Exponent Newspaper
- Cultural Center newsletter: profiled Purdue University faculty, covered events
- Chicago Correspondent for bagtrends.com: researched fashion trends, premiered new designers, boutiques
- Composed fashion and music reviews

Account Management Intern, Chicago Creative Partnership, Chicago, IL **June 2007 – Aug. 2007**

- Evaluated competition, prepared a competitive analysis for Bob Evans and reported financial analysis
- Helped leverage awareness for tourism and food accounts: Shedd Aquarium, Enova Oil, Bob Evans through media and account planning
- Assisted in photo shoots for Enova Oil

Licensing Coordinator, Purdue Marketing Communication, West Lafayette, IN **Sept. 2005 – Aug. 2006**

- Designed student promotions that *increased 10% sell through* of Nike products
- Developed strategic and execution plans for category marketing initiatives
- Provided status reports with key accounts: Nike, Hat World, Majestic
- Co-managed development of licensing website
- Conceptualized, marketable college student apparel
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AFFILIATIONS

PR Director for the Association of Women in Communication
Administrative Officer, Public Relations Student Society Association
Event staff freelancer, Lannon Communications
Chicago Advertising Federation
Chicago Fashion Foundation

EDUCATION

Purdue University, West Lafayette, IN
Bachelor of Arts in Public Relations/Advertising

May 2008