

CAREER SUMMARY

Videographer • Video Editor • Photographer • Creative Director • Dance Instructor

- **Influential and innovative storytelling Videographer** with 7 years of experience establishing brand awareness and driving revenue growth through marketing strategy, collaboration, meticulous project execution, and platform optimization.
- **A multi-skilled creative** with deep expertise across most areas, including styling, dancing, social media, hosting, networking, and coaching. Specifically interested in meshing these areas of expertise to deliver value in a creative environment.
- **Highly regarded for consistent ability to apply sound judgement**, emotional intelligence, decorum to sensitive, confidential, and unpredictable situations.
- **A problem solver who juggles multiple assignments simultaneously** and works with confidence and ease in even the most challenging, fast-paced environments.

“Johnnah displayed a great ability to leading production shoots, technical knowledge in terms of handling equipment, and the ability to provide support during pre-production, production, and post-production stages of a project through her video editing skills.” –Tiago Santana, CEO, Gray Group International

AREAS OF EXPERTISE

- Excellent written & verbal communication
 - Media management
 - Adobe products & Final Cut Pro
 - Location scouting
 - Directing
 - Color grading
 - Google products (i.e., Docs, drive, sheets, etc.)
 - Flying DJI drones
 - Camera equipment (i.e., RED V-Raptor, Sony FX6, Canon C70)
 - Audio
 - Lighting
 - Color correction
 - Project management
 - Social media
 - Client relations
 - Team leadership
 - Managing & directing teams
 - Market research
 - Copy writing
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PROFESSIONAL EXPERIENCE

Gray Group International, Las Vegas, NV

2019 – 2022

A Tech startup company is creating technology that allows us to connect and travel globally. They operate in a conglomerate.

Director, Videographer, Senior video editor, and Producer

Recruited into the founding team as a senior video editor role then four months later promoted to Videographer/Director of Photography and Director role. I soon energized script writing as a producer. Oversee pre-to-postproduction operations, with specific responsibility over filming, directing talent, equipment selection, team management and quickly turning around high-quality videos.

- **Built processes and infrastructure around the company’s production department** for the first time in company history. Efforts reduced ambiguity and increased efficiency.

- ***I assembled and led a creative team of 10.*** I interviewed all candidates and selected the candidates that aligned with the company's mission. I managed their day-to-day operations as well as create schedules for in office and production days.
- ***Curated a team culture within the production department.*** I scheduled 1-1 meetings with each partner and I to go over the needs, concerns, and feedback. Team meetings such as paid lunch meetings, monthly recaps, trainings and debriefs were held to establish the culture.
- ***I designed custom LUTS for each project.***
- ***I managed an aggressive YouTube schedule.*** Three 15-minute YouTube videos were published a week and 2 hour long podcasts a month. We filmed 2 times a day for 5 days. I collaborated with another editor to turn videos around within 2 to 3 days. YouTube shorts and podcast clips were included.

City Park League, Toledo, Ohio

2017 – 2019

A company that showcases and hosts sports events. They showcase athletes and the importance of their academics.

Head of Content Creation and Senior Editor

Brought in as a remote employee to manage content for their social media. I received loads of footage and as the only editor I created the story the videos would tell. Three months later, I was promoted to Head of Content Creation which placed me in charge of what types of content was created as well as collaborating with a team to create the content.

- ***I tailored every video to come with 5 format versions:*** story post, feed post, reel, TikTok, and Facebook. This allows for a larger reach audience.
- ***I turned all videos around within 3-4 days depending on the length.***
- ***I introduced a new and improved revision system to the company.*** This improvement reduced the length it took to turnaround finished products. The company was able to quickly give accurate feedback.

Johnnah Johnson Services LLC,

2016 – Present

A company that strives to tell stories through Videographer and photography.

Freelance Videographer, Photographer, Video Editor, and Creative Director

I am the CEO of this company. I manage client relations, budgets, finance, equipment, schedules, and marketing. I provide all round service for every project which includes pre-to-postproduction. I create social media content that displays my work.

- ***Filmed for clients such as UNLV Pediatric Residency, Dancing Dolls, Robert Easter, B2K, Stormy Wellington and Imagination Station.***
- ***I streamlined a social media approach by scheduling posts, emails, ads, countdowns, and curating pre-saved replies.***
- ***Designed automated mail campaigns for recipients subscribes to the newsletter and new and old customers.*** This has increased the retention rate from 32% to 54% and convert visitors into customers.
- ***6.2% of all followers were converted into clients through a sales funnel and messaging strategy I built.***

F.A.M.E.D Studios, Toledo, OH

2014 – 2018

F.A.M.E.D Studios is a company that provides Fitness, acting, modeling, and dance. They serve as a safe space for all ages to come and learn a new skill.

Hip Hop Dance Instructor

Aided in the opening of this studio to provide dance lessons and recruit students. I maintained attendance, fees, and rehearsal schedules for classes. I was in charge of cleaning up the space and locking up. I oversaw outfit and music selection.

- ***Maintained first place at eleven competitions on a solo and group level in age groups adult and teens.***
- ***Increased the student enrollment by 42% through word-of-mouth, competitions, and social media.***
- ***Managed 4 guest instructors to join classes and teach new and unique techniques to students.***

EDUCATION

Bachelor of Art, Psychology

University of Nevada, Las Vegas

GPA: 3.89

BOARD AFFILIATIONS

Vice President – Sigma Gamma Rho Sorority Inc., Nu Eta Chapter

Member- National Panhellenic Council

Member- NAACP