

ROBERT JOHNS

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SOCIAL

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BRANDS I'VE CREATED

LynchVegas

Founder / Director of Marketing
2012-2015

About: LynchVegas is a community lifestyle brand dedicated to highlighting all the best things in Lynchburg, VA.

BRANDS I CONSULT

Charles Billingsley

www.charlesbillingsley.com
+ Project Management

Joshua Frerichs

www.joshuafrerichs.com
+ Strategic Marketing

Petal Flower Company

www.petalflowercompany.com
+ Campaign Development

Gospel Community Church

www.gospelcc.org
+ Branding

TOOLS I USE

+ Asana + Slack + HubSpot
+ Facebook Ads + Buffer
+ Google Analytics + Google AdWords

CERTIFICATIONS

HubSpot

+ Inbound
+ Email Marketing
+ Content Marketing
+ Inbound Sales
+ Client Management

SUMMARY

I believe that everything is connected and that complex problems cannot be solved with any one skill set or discipline. I've learned to be an interdisciplinary thinker and problem solver, blending different perspectives in pursuit of a mission. I am a simplifier who sees a path forward through complicated ideas and conflicting opinions and can express this path with clarity, conviction, and purpose, sorting out ambiguity and connecting the dots to see the big picture. I thrive as part of a team and get excited about getting to work with really smart people. I know that I have much to learn, but I am ready for the challenge.

EXPERIENCE

Account Coordinator

UNINCORPORATED, 2017 - present, Los Angeles, CA
+ Manage marketing, design, and development projects from initial strategy to final deliverable
+ Lead business development by qualifying prospects, writing proposals, and conducting pitch meetings
+ Support marketing team with copywriting, social publishing, email workflows, and other marketing-related tasks

Director of Marketing

AACC, 2016 - 2017, Forest, VA
+ Oversaw the development and management of all marketing strategies for 5 unique business units
+ Trained department heads to utilize digital assets (website, Facebook, Twitter, Medium) for their respective brands

Assistant Director (Student Activities)

Liberty University, 2012 - 2016, Lynchburg, VA
+ Managed and implemented the inbound marketing initiatives for department, including Twitter, Facebook, Instagram, Snapchat, website, and blog

Technology Development Manager (Career Center)

Liberty University, 2010 - 2012, Lynchburg, VA
+ Oversaw the development and execution of department marketing and branding strategies

EDUCATION

M.A. in Management and Leadership

Liberty University - 2012

B.S. in Music

Liberty University - 2010
Minor: Business