

# Shayla Johnson

## BRAND STRATEGIST

### About Me

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- Voted best dressed
- I like costume parties
- I enjoy going to art galleries
- I love gift giving

### VCU Brandcenter Curriculum

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The VCU Brandcenter is recognized as America's number one graduate program for advertising and branding. The Creative Brand Management track focuses on the core fundamentals of a traditional MBA curriculum with an added emphasis on creativity and collaboration. The program is centered on branding, insight driven strategy, and the application of creativity in business

### Professional Skills

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- Brand Strategy & Positioning
- Critical & Creative Thinking
- Teamwork & Collaboration
- Leader of Cross-Functional Teams
- Qualitative & Quantitative Research
- Focus Groups & Surveys
- Social Media Strategy
- Google Adwords
- Visio
- Keynote

### Get in Touch!

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### Academic Education

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#### VCU BRANDCENTER

**Masters of Science in Business with a concentration in Creative Brand Management | May 2020**

##### Relevant Coursework

- Business of Branding
- Strategic Thinking
- Brand Analytics
- Creative Thinking
- Research Methodologies

#### NORTH CAROLINA STATE UNIVERSITY

**Bachelors of Science in Business Administration with a concentration in Marketing | May 2018**

##### Extracurricular Activities

- All-Girl Cheerleading Team: Fundraiser Chair & Community Service Chair
- Queen In You Vice President
- American Marketing Association
- Air Force ROTC

### Work Experience

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#### MARKETING INTERN

**Market at 25th | January 2019 - Present**

- Managed Social Media accounts through Buffer: including Instagram and Facebook
- Attended events promoting store Grand Opening
- Increased Facebook engagement by 17% and reach by 78%
- Increased Instagram followers by 105

#### COMMUNICATION INTERN

**Hillsborough Street Community Service Corporation | May 2017-August 2017**

- Managed social media accounts through Hoot Suite including: Instagram, Facebook, and Twitter
- Utilized marketing tables at events to promote the Hillsborough Street App
- Collected and analyzed social media data in excel spreadsheets
- Posted blogs, specials, events, and updates on the Hillsborough Street website

#### MARKETING INTERN & AMBASSADOR

**Graduate Management Admission Council | Jan 2017 - April 2017**

- Carried out marketing tactics with tabling events and posted flyers on campus each week
- Posted on social media handles about upcoming specials, events, and informative webinars
- Demonstrated public speaking skills when informing students about the GMAT exam through presentations