

Shayla Johnson

BRAND STRATEGIST

About Me

- Voted best dressed
- I like costume parties
- I am an elite yelper
- I love gift giving

VCU Brandcenter Curriculum

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

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

VCU BRANDCENTER

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

Relevant Coursework

- Business of Branding
- Strategic Thinking
- 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

SOCIAL MEDIA ASSISTANT

Market at 25th | January 2019 - October 2019

- Managed Social Media accounts through Buffer: including Instagram and Facebook
- Attended events promoting store Grand Opening
- Increased Facebook engagement by 46% and reach by 78%
- Increased Instagram followers by 2,317
- Increased Facebook followers by 2,967
- Wrote Press Release for You Snap We Match Program

ACCOUNT MANAGEMENT INTERN

Madison+Main | May 2019 - August 2019

- Supported the Account Management team with various marketing campaigns
- Conducted market research,including research analysis
- Took part in creative concept sessions
- Helped research media plans for clients

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