

Mark Johnson
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I am seeking a full-time employment opportunity where my skillset can align with organizational mission and purpose for growth and development.

I am learning to serve, lead, work, live and love while valuing compassion, generosity, truth, faith, joy, creativity, forgiveness, respect and excellence.

Compassion – I look for moments and opportunities to help, serve and advocate.

Truth - Honesty is still the best policy.

Generosity – I offer much appreciation, honor and respect along life's journey.

Faith - My faith is the foundation and center of my life.

Forgiveness - I make mistakes and wrong choices. Others will as well. No one is perfect. I must forgive myself and others.

Joy - Attempt to deliver joy wherever, whenever. The attempt may be the catalyst for others finding hope in the laughter and happiness.

Respect - Honor the particularly remarkable abilities, qualities and achievements of others.

Creativity - My perspective and skill set is uniquely gifted to me, so that I can synergistically contribute to the ultimate process of achieving project goals. There is always something for me to take away and learn through every creative experience.

Excellence - Excellence is the end result in spite of mistakes if I keep it as my goal through the process. I strive to offer my best and study the outcome.

RECENT WORK HISTORY

STONEBRIAR COMMUNITY CHURCH

Dates Employed Jun 2012 – Jul 2019

Location Frisco, Texas

ROLES

Director of Web Services

Jun 2014 – Jul 2019

Develop, design, manage and expand websites by understanding and aligning with the organization mission. Also, to oversee and facilitate use of emerging technologies as effective ministry tools by serving and informing audiences and the public through development of relative, attractive, useful, and edifying interactive web services.

DUTIES AND RESPONSIBILITIES:

Project and Task Management

Management and Planning

Development

Integration

SEO

Analytics & Reporting

Servers & Systems

Design and User Experience

Multimedia Production

Live Stream Support

Webmaster

Jun 2012 – Jun 2014

Develop and expand the organizations web ministry by equipping and understanding ministry goals.

DUTIES AND RESPONSIBILITIES:

- Anticipate opportunities for enabling the organization with Internet technologies.
- Interact with the Director of Information Technology and ministries regarding web-based projects.
- Propose strategies, assess resources, and implement solutions.
- Align technology projects with ministry goals of individual departments. Research and summarize ministry technology needs for decision makers.
- Write requirements documents for potential solutions. Analyze and select technology platforms for development and deployment of solutions.
- Ensure security solutions are in place and are properly configured. Select and acquire third-party services, software, and hardware as needed
- Develop policies regarding site use and purpose and train staff on application use.
- Coordinate the development of relevant content and graphics piece.
- Oversee solution launches and the ongoing promotion of web site to the body of SCC.
- Assist communications with content management as needed
- Manage support of hosted web servers.
- Initiate and maintain Change Management policy for all websites

IT Support

Jun 2012 – Oct 2018

Website Editor and Content Manager

Jun 2012 – Oct 2018

Edit and maintain the organization's website content by equipping and understanding the goals of the organization.

DUTIES AND RESPONSIBILITIES:

Including but not limited to (under the direction of the Director of Communications):

- Create and publish engaging content
- Edit, proofread and improve content
- Liaise with content writers to ensure brand consistency
- Develop an editorial calendar and ensure the team is on board
- Develop content strategy aligned with short-term and long-term marketing targets
- Collaborate with marketing and design teams to plan and develop site content, style and layout
- Ensure compliance with law (e.g. copyright and data protection)
- Stay up-to-date with developments and generate new ideas to draw audience's attention
- Additional responsibilities as determined by supervisor.

Social Media Manager

Jun 2012 – Oct 2018

Develop and expand the organization's social media presence by equipping and understanding the goals of the organization.

DUTIES AND RESPONSIBILITIES:

- Manage social media marketing campaigns and day-to-day activities
- Develop relevant content topics to reach the company's target customers. Create, curate, and manage all published content
- Monitor, listen and respond to users with the voice of "SCC". Develop and expand community and/or influencer outreach efforts.
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.), create and manage promotions and Social ad campaigns. Manage efforts in building online reviews and reputation.
- Analyze key metrics and tweak strategy as needed. Compile reports for management showing results (ROI).
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement ongoing education to remain highly effective.
- Identify threats and opportunities in user-generated content surrounding the company.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns.
- Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

CHURCH AT THE CROSS

Dates Employed Jun 2012 – Aug 2014

Location Grapevine, Texas

Musician

Rehearse and Perform with band. Create sounds and create/learn arrangements with team. Understanding of musical structure and composition.

ELEVATE LIFE CHURCH

Dates Employed Jan 2006 – Apr 2012

Location Frisco, Texas

ROLES

WEB AND SOCIAL MEDIA DEVELOPER

Summary: Working with Cutting Edge Technologies to Creatively Present ELC and Keith Craft Leadership Organizations on the Web.

Requirements: Advanced knowledge of standards-based HTML and CSS coding and programming languages. Extensive experience designing web sites. Experience with both Microsoft operating systems. Advanced knowledge of Microsoft Office applications. Experience with web-based software applications. Above average written and verbal communication skills

AUDIO EDITOR

Summary: Working with Cutting Edge Technologies for Project Tracking and Post-Production and Music Composition applying musical knowledge of rhythm, melody and tone to Creatively present ELC and Keith Craft Leadership Organizations audio and video productions

Requirements: Comprehensive understanding of audio signal processing and experience with a range of editing/mixing tools, technologies, and platforms for sound design and audio post-production, including: Digidesign, Apple, Sony, Waves, Native Instruments and Adobe Products. A background in music, understanding of musical structure and composition and video production.

VIDEO EDITOR:

Summary: Organize and edit video footage. Digitize previously archived materials. Encode video for Web and DVD. Research topics for video and audio resources.

Requirements: Previous experience with videography required. Experience in videography of church services and events preferred. Must be able to operate S-VHS, DV, and HDV equipment. Must be proficient with non-linear and computerized video editing systems

GRAPHIC DESIGN:

Summary: Working with Cutting Edge Technologies to provide visual solutions to the communication needs of ELC and Keith Craft Leadership Organizations

Requirements: Proficiency using a wide-range of design tools including: Adobe Illustrator, Photoshop, InDesign and Microsoft Products

ELEVATE LIFE CHURCH

Dates Employed Aug 2002 – Dec 2010

Location Frisco, Texas

Musician

Rehearse and Perform with Team. Create sounds and create/learn arrangements with team. Understanding of musical structure and composition.

PHILLIPS, CRAIG & DEAN (part-time)

Dates Employed Jun 2004 – Present

Location Nashville, TN

MUSICIAN

Rehearse and Perform with band. Create sounds and create/learn arrangements with team. Understanding of musical structure and composition.

WEB AND SOCIAL MEDIA DEVELOPER

Summary: Working with cutting edge technologies to creatively present businesses and organizations on the web and social media.

Advanced knowledge of standards-based HTML and CSS coding and programming languages (jQuery, Javascript, ASP, .NET, .NUKE, PHP). Extensive experience designing web sites. Experience with both Apple and Microsoft operating systems and programs. Experience with web-based software applications. Experience with Emerging Social Media. Above average written and verbal communication skills

AUDIO EDITOR

Summary: Working with Cutting Edge Technologies for Project Tracking and Post-Production and Music Composition applying musical knowledge of rhythm, melody and tone to creatively present businesses and organizations.

Comprehensive understanding of audio signal processing and experience with a range of editing/mixing tools, technologies, and platforms for sound design and audio post-production, including: Digidesign, Apple, Sony, Waves, Native Instruments and Adobe Products. A background in music, understanding of musical structure & composition, and video production.

VIDEO EDITOR:

Summary: Organize and edit video footage. Digitize previously archived materials. Encode video for Web and DVD. Research topics for video and audio resources.

Previous experience with field and broadcast production. Experience in videography of locations and events. Able to operate S-VHS, DV, and HDV equipment. Proficient with non-linear and computerized video editing systems

GRAPHIC DESIGN:

Summary: Working with Cutting Edge Technologies to provide visual solutions to the communication needs of businesses and organizations. Proficiency using a wide-range of design tools including Adobe and Microsoft Products.

EDUCATION

Southeast Missouri State University

1998 – 2001

Major: Mass Communications

Minor: Graphic Technology