

# BRETT JOHNSON

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VERSATILE COMMUNICATIONS SPECIALIST

WRITING □ EDITING □ TEAM AND PROJECT LEADERSHIP

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## PROFESSIONAL PROFILE

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**Accomplished copywriter, journalist, editor, and branded content creator with solid experience working across digital, print, and TV. Capabilities include:**

- ✓ HTML
- ✓ CMS, Stella
- ✓ SEO, Jira
- ✓ Google Analytics
- ✓ Facebook, Twitter
- ✓ InDesign, InCopy
- ✓ MS Office
- ✓ AP Style

## EMPLOYMENT HIGHLIGHTS

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### Editing and Project Leadership

- Developed, edited, and optimized content for search engines in editorial positions at high-traffic websites such as **TheRoot.com** and **AOL BlackVoices/TheBVX** and contributed to major consumer magazines including **Uptown**, **Time Out New York**, **Vibe**, and **The Source**
- Copyedited feature stories, front-of-book pieces, and entertainment listings at **Uptown**
- Managed client relationships; wrote, edited, and proofread promotional copy in several custom publications (circulation of 2 million) that featured **Verizon Wireless** products and services
- Hired, trained, and managed staffs of up to 15 people, including freelancers and junior editors

### Writing and Reporting

- Create concepts and write copy for **Macys.com** interactive digital campaigns associated with the retailer's major annual events including Macy's Thanksgiving Day Parade, Macy's Fireworks, Macy's Believe, and Macy's Flower Show
- Wrote branded content articles for clients of **Vox Creative**, Vox Media's content marketing studio
- Wrote copy to revamp the identity of a major liquor brand across its social media networks and on its updated website for digital agency **Ready Set Rocket**
- Developed ideas and wrote ads for clients of **Viacom Creative Services** (now Viacom Catalyst)
- Contributed hundreds of articles—news features and human interest stories, front-of-book pieces, reviews, profiles, and Q&As—to more than 30 premier print and online media outlets from **Essence** and the **Associated Press** to **TheRoot.com** and **BlackEnterprise.com**
- Wrote scripts for weekly half-hour music news program on **MTV** called *Bangin' the Charts*
- Covered general assignment beats for the **Hartford Courant** and **Los Angeles Times**

### Staff and Full-time Freelance Positions

- **Macys.com** (New York, NY) | *Digital Agency/Interactive Copywriter; Men's & Kids' Copywriter; SEO Copywriter* | 2011, 2013–present
- **TheRoot.com** (New York, NY) | *Associate Editor* | 2012–2013
- **AOL BlackVoices/TheBVX** (New York, NY) | *Senior Editor* | 2011
- **Uptown** (New York, NY) | *Copy Editor; Contributing Editor* | 2008–2010
- **American Express Custom Solutions** (New York, NY) | *Project Editor* | 2007–2008
- **Time Out New York** (New York, NY) | *Senior Editor* | 2004–2005
- **The Source** (New York, NY) | *Senior Editor* | 2002–2003
- **MTV Networks** (New York, NY) | *Writer* | 2001–2002
- **Vibe** (New York, NY) | *Senior Editor* | 2000–2001

### METPRO—Times Mirror/Tribune Co. Training Program

- **Hartford Courant** (Hartford, CT) | *Staff Writer* | 1998–1999
- **Los Angeles Times** (Los Angeles, CA) | *General Assignment Reporter* | 1997–1998

## EDUCATION

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**New York University** (New York, NY) | *MA in Journalism; Cultural Criticism and Reporting Fellow*  
**University of California—Berkeley** (Berkeley, CA) | *BA in Economics; Minor in African-American Studies*