


ANELISE JOHNSON

Personal Info

 (703) 966 - 2421

 anelisejohnson@gmail.com

Location

Arlington, Virginia

*Willing to relocate

LinkedIn

www.linkedin.com/in/anelise-johnson-863311187/

Portfolio

www.anelisejohnson.com

Anelise Johnson Media

www.anelisejohnsonmedia.com

Education

James Madison University, Harrisonburg, VA

Bachelor of Arts in Media Arts and Design, Interactive Design concentration

Double minor in Philosophy; and Writing, Rhetoric, and Technical Communications

GPA 3.6

Skills

- Final Cut Pro
- Adobe Suite
- Word Press
- Copywriting
- Asana
- Trello

Photo and Video Experience

Owner, Anelise Johnson Media

2018 - Present

anelisejohnsonmedia.com

- Self-starter and owner of photo and video business
- Took initiative and worked autonomously to create personal growth opportunities and develop my brand
- Built website and social media presence that grew business from 2-4 photoshoots per year to 8+ photoshoots per month

anelisejohnson.com/video

- Filmed and edited recruitment video for the Phi Mu chapter at James Madison University; Improved creative marketing skills by producing a video that connected with the audience and encouraged them to join Phi Mu
- Filmed and edited wedding video in Colorado Springs, CO. Practiced storytelling through audio, film and color grading
- Created personal travel videos and developed editing skills on Final Cut Pro

Photo Editor, Proust Magazine

September - December 2022

anelisejohnson.com/proust

- Quickly shot, retouched and edited photos to meet deadlines
- Improved the professionalism and creativity of Proust's visual design
- Managed and adapted digital imagery for print development
- Motivated my team by holding weekly meetings to brainstorm and design
- Gave feedback to photographers, and solicited feedback from the editorial team

Social Media Experience

Social Media Manager, Evolution Basketball

October 2023 - Present

- Creating photo and video content for Instagram and Facebook
- Grew reach by 206% (to 25K accounts) and engagement by 157% in 1 month
- Focusing on user engagement and brand awareness to increase website clicks and training camp sales

Social Media and Community Engagement

February - May 2023

Intern, Church World Service, Harrisonburg, VA

anelisejohnson.com/cws

- Planned social media strategy and content creation for Facebook and Instagram
- Assisted with marketing and outreach for community fundraising event
- Supported office storytelling through TikTok, photo, video, and graphics while ensuring brand continuity and keeping up with social media trends

Multimedia Marketing Experience

Graphic Designer, Close Partners Real Estate

October 2024

- Designed marketing booklets, presentations and postcards
- Worked with realtors to communicate their brand personality and improve their professional presence

Designer, Urbino Now Magazine

June 2022

anelisejohnson.com/urbino

- Used typography, writing, graphic design, and iconography skills to design a six-page feature story and an infographic
- Earned "Best Feature Article Design" award
- Worked through language and cultural barriers to tell the community's story

Marketing Associate Intern, Family App, Virginia Beach, VA

May - August 2020

- Uploaded, filed, and organized assets in company database
- Increased brand visibility by acquiring user-generated content from social media partners that aligned with brand values

Multimedia Intern, John F. Kennedy Center for the Performing Arts, Washington D.C.

June 2019

- Launched center's expansion, The Reach, by filming and editing a welcome video
- Ensured that audio for live performances and interviews was professionally recorded and delivered
- Gained experience with performing arts