



## CONTACT



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@aneesemarie

## SKILLS

Graphic Design | HTML/CSS | Political Marketing | Digital Marketing | Web/Social Media Content Creation | PHP | Public Speaking | Development & Facilitation of Training Materials | Research/Sourcing | Photography | Strategic Planning | A/B Testing | Project Management | Photography | Paid Social | Paid Display | Google Ad Words | Paid Acquisition | SEO | Team Management

## TECHNOLOGY

Adobe Creative Cloud | Microsoft Suite | Revere Mobile | MailChimp | NGP | Hustle | ActBlue | Hootsuite | Blue State Digital | Hubdialer (Telformance) | Facebook Business/Ads Manager | Votebuilder | WordPress | EveryAction | El Toro | Google Analytics | Centro Basis

## EDUCATION

Bachelor of Arts | Political Science  
The Ohio State University  
05/2015

# Aneese Johnson

Digital Marketing Manager  
www.aneesejohnson.com

## EXPERIENCE

### Digital Marketing Manager

*JVA Campaigns | 2018 – Present*

Manage, lead and coordinate with multiple political candidates and independent expenditure clients. Develops budgets, strategies and executes paid and organic digital media strategy, with constant monitoring and real-time optimization. This includes Facebook, Twitter, display, pre-roll, paid search and streaming tv.

Develops and executes email strategy, including email segmentation. Creates and designs creative assets for optimal digital campaigns (including websites, landing pages, and creative images). Designs and codes websites for clients, including SEO. Produces weekly reports analyzing the data and giving recommendations on how to improve email, web, social and paid media.

### Digital Projects Manager

*Ohio Democratic Party | 2017 – 2018*

Managed digital department projects as well as conducted a weekly meeting between the digital and communications departments. Managed all new web content as well as produced social media campaigns to procure more engagement. Designed digital and physical campaigns using graphic design for all of the organizations fundraisers. Managed social media email acquisition. Produced and managed all digital communication for the Ohio Democratic County Chairs Association's town hall series with the 2018 statewide candidates.

- Successfully managed and ran all behind the scenes tech for the organizations largest fundraiser
- Held the position as Acting Digital Director while the Director was on leave
- Designed the organizations largest involvement literature that was distributed to all 88 counties and reactivated involvement from over 2,500 volunteers after the 2016 election cycle

### Digital Associate

*Ohio Democratic Party | 2016 – 2017*

Produced, coded, and proofed mass emails, as well as coded and designed the associated action landing pages or fundraising pages. Designed print and web graphics under ODP branding guidelines for all departments. Project managed and wrote content for the Ohio Democratic Podcast and video projects. Managed all inbound emails from concerned constituents. Managed all digital interns. Created monthly reports on the digital team's contribution. Developed social media campaigns to promote new engagement.

- Designed "Commit to Vote" cards that brought in 500 new activist
- Designed a women's postcard for Ohio Democratic Womens Caucus groups statewide who organized postcard parties in 46 out of 88 counties and sent 65,000 postcards to support women candidates statewide in a presidential year.