

Zahara "Zee" Johnson

Location: New Jersey

Telephone: 856-308-7265

Email: zaharajohnson@yahoo.com

Desired Salary: \$70,000 - \$80,000 annually



Experience

DIRECTOR, MARKETING & COMMUNICATIONS

Gateway International Group | 2024

- Develop compelling digital, SEO- and SEM-driven campaigns for social media, email, and print publications to attract international higher education clients.
- Lead, mentor, and inspire a team of more than 20 marketing and communication professionals, project managers, and affiliates through transparent goals and regular constructive feedback.
- Plan and execute in-person and virtual company events and promotional campaigns.
- Develop and design marketing materials to drive event awareness, attendance, and engagement.
- Manage and delegate the curation of company resources, including newsletters, blogs, podcasts, jobs board, international education calendar, and provider directory.
- Collaborate with partner website management company to oversee website functionality, responsiveness, and user experience. Update website content regularly and implement SEO best practices for improved search engine rankings.
- Copyedit all internal and external communications.

CONTRIBUTING REPORTER

McKnight's Long-Term Care News | 2024 - 2025

- Research and write daily B2B news articles relevant to providers of nursing homes, skilled nursing facilities, and assisted living communities.
- Create and schedule daily RSS feed-embedded newsletter, deployed to more than 300,000 subscribers.
- Produce social media posts for an audience of more than 60,000 followers.
- Write and edit topic-specific feature stories for monthly digital and print magazines.

- Connect with industry sources for one-on-one interviews on the most pressing concerns in long-term care.
 - Assist with custom projects, including long-term care and healthcare webinar moderation.
 - Attend national conferences for in-person coverage, including producing articles and recording live podcasts.
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EDITOR

SharedXpertise Media | 2021 - 2024

- Wrote articles on the most pressing HR topics, such as talent acquisition, emerging technology, ESG, DEI, career development, and more.
 - Produced an intricate, monthly editorial content schedule.
 - Oversaw the creation and deployment of five global newsletters to more than 400,000 executive-level subscribers on a bi-weekly basis.
 - Attended and covered professional conferences – the Wharton Leadership Conference and the HRO Today Forum – for publication in HRO Today magazine.
 - Custom created B2B and B2C deliverables, including short- and long-form articles, breaking HR news stories, advertorials, and podcasts.
 - Acted as the liaison between editorial, research, and marketing departments to produce relevant internal and external campaign materials.
 - Managed and edited freelancer contributions to uphold brand voice and image.
 - Designed social media graphics and drafted accompanying copy for Facebook, LinkedIn, and X posts.
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STAFF WRITER

Senior Executive Media | 2023 - 2024

- Provided service journalism for learning & development and health technology executives.
- Interviewed chief learning officers and CEOs with 1,000+ employees from companies like Amazon, Waste Management, and the U.S. Air Force.
- Utilized interview copy in multi-source stories, Q&As, and evergreen resources.
- Created and deployed weekly newsletters for both verticals.
- Led virtual, fireside conversations with c-level executives to exchange strategies and industry best practices.
- Planned engaging social media posts to promote website content.

MARKETING MANAGER

Lay Haircare | 2019 - 2023

- Composed daily B2C marketing emails to boost the sale of e-commerce products.
- Produced and designed engaging photo and video content to post onto company social media accounts and official Shopify website.
- Facilitated collaborations with industry influencers to drive brand recognition and attract international customers.

FOOD WRITER

Eathill.com | 2016 - 2019

- Dined at restaurants in Southern New Jersey and wrote detailed reviews about my experience.
- Interviewed staff and management about origin, importance, and impact of cuisine.
- Captured and edited professional food photographs to lure hungry readers.
- Ensured a quick turnaround time for all articles.

COLUMNIST

Baltimore Sun | 2014 - 2015

- Documented how millennials approached and navigated relationships in a weekly newspaper column.
- Transcribed oral interviews into clean copy for 40,000 daily readers.
- Fact-checked interview subjects prior to publishing.

EDUCATION

• MORGAN STATE UNIVERSITY

Bachelor of Science in Journalism | 2009 - 2013

SKILLS

- Content creation and management; copy editing; team leadership; newsletter distribution; interviewing; business writing; content planning; social media marketing; digital media management; website management; Microsoft Suite; Shopify; HTML; CSS; PHP, Adobe Creative Suite; Mailchimp; HubSpot; Salesforce; HootSuite; SharePoint; Trello; Monday; Google Analytics; Ahrefs.