Salt Lake City, UT • (801) 884-6942• Isaacgj5@gmail.com

# Isaac G. Johnson

Education

Utah Valley University August 2024

Bachelor of Science, Marketing / Major GPA: 3.5

Minor in Business Management

Experience

Marketing Manager & Business AnalystJan 2022 – Present *Jan 2022 – Present*

LOOLOO: https://getlooloo.com/ Draper, UT

* Improved audience reach on YouTube from 100 views per year to 248k views per year by directing and implementing a new social growth plan.
* Managed branded content development and creative direction for owned & paid social media channels on Meta and TikTok.
* Managed TikTok ads and shop, resulting in a 400% increase in sales on the platform.
* Directed SMS marketing.
* Directed content creation and ideation for copy, video, and product shots for key ad content and owned social campaigns.
* Audited and implemented changes to the company’s website to improve SEO optimization.

Business Development Representative *June 2023 – August 2023*

NFP: https://www.nfp.com/ Sandy, UT

* Created email and video outreach campaigns to market new products and industry conferences.
* Developed and nourished new client relations, reaching out to 1,000 new clients and creating 100 client leads.
* Marketed and scheduled client appreciation events with 300+ attendees.

Marketing & Branding Intern *March 2022 – Dec 2022*

MTN OPS: https://mtnops.com/ Salt Lake City, UT

* Assisted with the management of key social media: Instagram, Facebook, and Pinterest.
* Led content syndication campaign spanning 2 months.
* Assisted in the organization and planning of 2 key special events: a marketing event and an outdoor expo with over 500 attendees at each event.
* Built out proposal and execution plan for new content strategy for new audience vertical.

Sales Representative *December 2020 – Feb 2021*

NOMATIC: https://www.nomatic.com/ Sandy, UT

* Sold products to independent photography stores throughout the U.S. and Canada.
* Built out a strategy for retail store outreach including sales tactics and strategy.
* Negotiated prices and contracts with multiple companies.

Volunteer Service

Church of Jesus Christ of Latter-Day Saints *September 2018 – August 2020*

*Province of Quebec, Canada – French-Speaking*

* Organized and taught immigrant outreach programs and taught English to 200+ immigrants.
* Strengthened communities and individuals with service.
* Led 60 other volunteers and was responsible for improving efficiencies through weekly meetings, goal, and service project planning, and conferences.

Personal: Interests, Achievements & Certifications

* SMS marketing certified, Google Ads Search & Display Certified, and Inbound Marketing certified.
* Interests Include- rock climbing, back-country skiing, surfing, skateboarding, fly fishing, backpacking, skydiving, and paragliding.
* Summited Ancient Art / Fisher Towers in Moab Utah. Considered to be a top 10 tower climb in the world.
* Languages: French fluency, Haitian Creole intermediate fluency.
* Personal achievements include being lead climbing certified, creating a video with over 2 million views on social media, and Eagle Scout.
* Youth Counselor at Service Ranch- Led over 40 youth in outdoor recreation activities: hiking, rock climbing, and boating, additionally, helped the youth achieve 1,000 hours of volunteer service for people in need.