



Lindsay Johnson  
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EXPERIENCE ■

Children’s Health, TX Creative Manager	September 15- Present Specialty Care, Primary Care, Emergency Care, Population Health, Fundraising, Patient and Team Member Experiences [Led multidisciplinary creative team (designers, writers, videographers) to deliver award-winning campaigns, spearheaded rebrand, partnered with brand, operations and external agencies to strategically allocate resources and ensure consistent creative, established relationships with stakeholders and internal partners]
AvreaFoster, TX Sr. Copywriter	October 12 -September 15 Regus, Concentra, Acosta, Omni Hotels & Resorts [Provided creative leadership to junior writers and freelancers, ensured excellence in messaging across all channels, led creative concepting and writing across multi-media marketing campaigns, made data-informed refinement to creative campaigns, catalyzed new approaches in Basecamp to improve results]
Pavlov, TX Sr. Copywriter	July 10- October 12 Choctaw Casino, DART, KONAMI, TCU, Medieval Times [Mentored junior writers, provided feedback on design and played a key role in new business wins, including composing RFPs and presenting to stakeholders]
Publicis Hawkeye, TX Copywriter	March 09 - July 10 Capital One, Bank of America, Dr. Pepper, Alltel, Proactiv [Developed high-impact digital and traditional marketing copy, partnered with art directors, UX designers and developers to bring cohesive campaigns to life]
Freelance Copywriter	August 08 - March 09 Formo, DPS, Fuzzco [Wrote and presented pitch decks, supported agencies with overflow writing and concepting, often jumping into fast-turn deadlines, developed brand standards]
Ogilvy, NC Copywriter	July 06 - August 08 IBM, Lenovo, Kodak, Alivia’s [Uphold brand tone and voice across clients in the technology and restaurant industries, created emotionally resonant content for web, social, print and radio]

INTELLECT ■

PLATFORMS ■

VCU Brandcenter Master of Science, Copywriting May 06  
The University of Texas at Austin, Bachelor of Science May 04

Google Docs | Microsoft Word | Adobe InDesign | Figma | Asana  
Keynote | Grammarly | WorkZone | BaseCamp | PowerPoint

AWARDS ■

NOTABLE TRAITS ■

25 Model Leadership Academy Graduate  
21 ADDY's, District Competition, Gold ADDY Award for the Children's Health Gratitude Tunnel  
20 Exploring Leadership and Potential Program Graduate  
18 Asters Award Gold for Little Dreamers Advertising + Silver for Little Dreamers Website  
18 35th Annual Healthcare Awards Silver for Little Dreamers Website + Bronze for Ads and TV  
12 Graphis 100 Best Ads Cover & Winner KONAMI KP3

Brand voice and visual identity development  
Team leadership and mentoring  
Integrated marketing campaigns  
Messaging and design strategic guidance  
Video and Script Production – TV, Radio, Social Video  
UX, web and email content  
Pitch decks, new business strategy and creative concepting