



PEYTON JOHNSON

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 @PeytonJohnsonDC #PeytonJohnsonPortfolio

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PUBLIC RELATIONS & MEDIA EXPERIENCE

Communications Marketing Intern, Edelman, Washington, D.C., May - Aug. 2017

- Served as key media relations support across Hilton's portfolio Newsroom
- Developed pitches and media lists, and conducted outreach around seasonal travel trends like rooftop pools, solar eclipse viewing, fall marathons, Game of Thrones, fall honeymoons and more; earned placements in *Reader's Digest*, *TravelPulse*, *Hospitality Business*, *Hotel Business* and *Hotel Designs*
- Supported key client initiatives like the launch of Hilton's Five Feet to Fitness and Connected Room
- Drafted a monthly media update newsletter for Hilton to keep a pulse on current media and social trends and outlets to watch
- Monitored daily for media coverage and drafted merchandising notes for Hilton's flagship brand, Hilton Hotels & Resorts
- Developed weekly media coverage analytic reports for Hilton, which included insights, summaries, reach and social highlights
- Monitored daily food trends to develop a weekly report for Florida Department of Citrus and daily tweets for @EdelmanFood

Account Associate Intern, Crosby-Volmer International Communications, Washington, D.C., July - Aug. 2016

- Assisted in pitching Iridium Communications' comeback story, resulting in a placement in *The New York Times* and interviews on "Squawk Box" on CNBC and "Taking Stock" on Bloomberg Radio
- Assisted in new business process, including research, media audits and preparation of proposals
- Researched, developed and distributed daily social media posts and internal newsletter
- Developed extensive media lists and monitored for daily client mentions

Communications Intern, Environmental Defense Fund, Washington, D.C., May - Aug. 2015

- Researched, wrote and edited weekly blogs, daily social media posts, graphics, digital advertisements and donor pitches in efforts to keep vulnerable species from becoming endangered
- Utilized CisionPoint, Google Analytics, source codes and Twitter Analytics to measure effectiveness of tactics, shifting as needed

Lifestyle Writer, Odyssey, Oct. 2016 - Dec. 2017

- Research and produce weekly articles, listicles and videos on trends like new Starbucks drinks, JMU events and more
- Content views: 57.6K; content engagements: 16.2K

News Reporter, The Breeze, Sept. - Dec. 2017

- Research, attend and report on JMU and Harrisonburg events for JMU's student-run newspaper

LEADERSHIP EXPERIENCE

Firm Director, PRSSA, JMU Chapter, Aug. - Dec. 2017

- Launched and currently run JMU PRSSA's first-ever student-run public relations firm
- Previously Director of Professional Development, March 2016 - Aug. 2017

Student Ambassador, Office of JMU Admissions, Jan. 2016 - Dec. 2017

- Guide prospective students and guests around JMU through weekly professional and engaging tours
- Organize and lead weekly service, community outreach, fundraiser and social events for JMU

President, Habitat for Humanity, JMU Chapter, Aug. 2016 - Aug. 2017

- Led and advised all social, fundraiser, workshop and community service events for 275+ members
- Managed and delegated obligations to 12 executive board members in weekly leadership meetings

SKILLS

Language: Fluent in Spanish (speaking, writing, reading, listening)

Computer: Proficient in Windows and Mac OS, CisionPoint, MuckRack; Familiar with Adobe InDesign and Illustrator

Digital: Proficient with Google Analytics, Muse, Slack, Canva, SurveyMonkey, MailChimp

EDUCATION

James Madison University, Harrisonburg, Virginia, Dec. 2017

- Bachelor of Arts, Majors: Communication Studies and Spanish
- GPA: 3.86; Honors: Magna Cum Laude; 2017 Outstanding Graduating Senior, School of Communication Studies

Universidad de Salamanca, JMU Study Abroad, Salamanca, Spain, May - July 2016