

Peyton Johnson

Arlington, VA | Phone: 703-946-3339 | Twitter: [@PeytonJohnsonDC](#) // [#PeytonJohnsonPortfolio](#)

Email: peytonjohnson117@gmail.com | LinkedIn: www.linkedin.com/in/peyton-johnson | Website: www.PeytonNJohnson.com

Experience

Account Associate Intern, Crosby~Volmer, Washington, D.C.

July – August 2016

- Worked with key accounts including Iridium Communications, TD&P, Make-A-Wish Foundation, CoreLogic and USMI
- Assisted in creating proposals that landed two new accounts within two months
- Pitched reporters on client's comeback story, resulting in a placement in *The New York Times* and interviews on "Squawk Box" on CNBC and "Taking Stock" on Bloomberg Radio
- Researched, wrote and distributed company-wide daily newsletter and daily social media posts
- Maintained existing media lists and researched media outlets to compile extensive and relevant media lists for upcoming stories
- Monitored and reported on assigned media outlets for daily publicity mentions
- Assisted day-to-day client activities, including research, planning, implementation and evaluation of public relations activities, and paying careful attention to budgets, resources, deadlines and client records

Communications Intern, Environmental Defense Fund, Washington, D.C.

May – August 2015

- Strategized and implemented communications tactics for EDF's Ecosystems programs
- Produced a range of communications materials including communication plans, weekly blogs, daily tweets, PowerPoints, graphics, digital advertisements, donor pitches and daily research memos
- Worked with CisionPoint, Google Analytics, source codes and Twitter Analytics to measure the effectiveness of communication tactics, shifting efforts as needed

Account Executive, Capital Relations

January 2017 – Present

- Lead Capital Relations, a student-run firm at JMU, in planning a public relations campaign for Muhlenberg Lutheran Church

Content Creator, Odyssey

October 2016 – Present

- Research and produce weekly articles, listicles and videos on current news, trends and more
- Content views: 16,100; content engagements: 2,200

Leadership

Director of Professional Development, PRSSA

March 2016 – Present

- Develop and lead resume, business etiquette and networking workshops for our chapter of 115 members
- Work to increase average all-group meeting attendance by 50 percent during 2016-2017 academic year
- Create and distribute monthly newsletter to 240+ people as liaison between alumni and current members
- Plan, schedule and lead trips to metropolitan areas for professional briefings at Edelman, Porter Novelli, etc.

President, Habitat for Humanity

August 2016 – Present

- Lead and present to 275+ members in twice-monthly meetings
- Delegate obligations and manage 12 executive board members in weekly leadership meetings
- Communicate weekly with regional, national and international Habitat for Humanity affiliates
- Advise all JMU Habitat for Humanity social, fundraiser, workshop and community service events
- Served as the project coordinator (April 2016 – August 2016), and the advertising and community outreach chair (April 2015 – April 2016)

Student Ambassador, James Madison University

January 2016 – Present

- Guide prospective students and guests around JMU through professional and engaging tours

Skills

- **Language** // Fluent in Spanish
- **Computer** // Windows and Mac OS, Microsoft Office Suite, Adobe InDesign, CisionPoint, iMovie
- **Digital** // WordPress, WIX, Google Analytics, Muse, Slack, Canva, SurveyMonkey, MailChimp, basic HTML
- **Social Media** // Twitter, Twitter Analytics, Hootsuite, Facebook, Facebook advertisements, LinkedIn, Instagram, Tumblr, Snapchat, Pinterest, Reddit

Honors

- Member of Lambda Pi Eta, the JMU communication studies honor society
- Member of Sigma Alpha Lambda, a leadership and honors organization
- President's List: spring 2015, summer 2015, spring 2016, summer 2016, fall 2016
- Dean's List: fall 2015

Education

James Madison University, Harrisonburg, VA

Expected December 2017

- Bachelor of Arts in Communication Studies (Public Relations Concentration) and Spanish // GPA: 3.819

Universidad de Salamanca, JMU Study Abroad, Salamanca, Spain

May – July 2016

- Strengthened leadership skills and gained new cross-cultural awareness while living with a host family