

Wendy Johnson

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Experience

Communications and Marketing Consultant and Principal: www.YourMediaDirector.com, 1996 to present

Provide social media and communications consulting for nonprofit organizations. Create and implement branding, marketing and communications plans for nonprofit organizations. Develop, write and edit original public education materials such as newsletters, brochures, videos, annual reports, blogs, newspaper inserts, press releases, speeches, and websites. Create and manage audio and video storytelling projects. Offer trainings as a Social Media Coach, working with hundreds of individuals on social media use and best practices. Clients include: JoPa Productions, Minnesota Comprehensive Healthcare Association, America Recycles Day, Lloyd Doggett for Congress, the Episcopal Church, the Evangelical Lutheran Church of America, and various local nonprofit organizations.

Communications Director: Episcopal Diocese of Minnesota, 2008 to 2012

Create, plan and implement comprehensive and consistent statewide print, electronic, video, social media and strategic communications and marketing plan. Establish and sustain multiple websites and blogs, weekly and monthly e-newsletters, webcasts, podcasts, and social networks, including Facebook and Twitter. Redesign diocesan database with special emphasis on tracking donors. Work with Executive Officer and Bishop to establish messaging protocol. Interact with statewide media. Develop and manage major statewide events. Manage department budget and personnel. As Communications Director, I created an award winning campaign – 150 Days of Prayer for Mission – as well as a nationally recognized video storytelling initiative, www.EpiscopalStoryProject.org.

Executive Director, Grasstops, Inc., 2010

Manage all aspects of statewide lobbying, advocacy, training, and consulting organization, including board development, branding, managing the 4-person staff, and budgeting. Develop social media and traditional media presence for organization. Develop and maintain organizational database. Regularly meet with and maintain relationships with legislators, potential clients, and nonprofit professionals. Build relationships with Board of Directors to continue to build support for organization. Institute best practices in finance and organizational leadership.

Assistant Director, womenwinning, 2007 to 2008

Organize development, communications, marketing campaigns and data for this landmark political action committee (PAC). Plan and coordinate public events, including a 200+ event for younger donors and statewide 1000+ luncheon for major donors, including a private VIP dinner with major local sponsorship. Manage organizational budget and reporting and oversee development, including donor solicitation and grantwriting. Coordinate communications, including regular newsletters, e-mails and print documents along with the organization website, www.womenwinning.org. Recruit and supervise interns.

Youth Minister and Diocesan Youth Ministry Coordinator: Episcopal Diocese of Minnesota, 2000 to 2008

Develop ongoing mission partnerships with communities in Minnesota and in other US locations. Preach and teach in the wider community on a regular basis. Provide guidance and pastoral support for youth and families. Develop and implement ongoing communications and fundraising strategies to support activities. Plan and publicize major events, ranging from one-day workshops to 12-day, multi-parish pilgrimages. Create, plan and implement original Christian Education program for youth in grades 6-12 in two congregations, St. John the Evangelist, St. Paul, and St. Christopher's, Roseville. Manage program budget and original funding initiatives, including individual fundraising and grants.

Other Experience

Field Director: Office of Congressman Lloyd Doggett

Communications and Development Director: Teenwise Minnesota

Policy and Communications Coordinator: Texas Natural Resource Conservation Commission

Assistant State Government Liaison: Ohio Sierra Club

Education

Master of Arts, Political Science: The Ohio State University

Bachelor of Arts, Political Science: The Ohio State University

Recognition and Activities

Sheltering Arms Children's Leadership Award

Graduate, White House Project *Go Run!* training for political women

Social Media Coach, SocialPhonics

References

Bronwyn Skov, Episcopal Church Program Officer for Lifelong Christian Formation and Youth, 651-983-8234

Doug Pagitt, colleague and owner of JoPa Productions, 612-730-7337

The Rev. Devon Anderson, Rector, Trinity Episcopal Church, Excelsior, 612-655-0314

Karen Olson, Missioner for Ministry, Episcopal Church in Minnesota, 612-871-5311

The Rt. Rev. Michael Hanley, Bishop, Episcopal Diocese of Oregon, 888-346-2373