

# LISA SIVESS JOHNSON



## EMPLOYMENT

2012-PRESENT • VP MARKETING COMMUNICATIONS CML ENTERTAINMENT • FRANKLIN, TN

Responsible for strategizing, managing and designing print, web and social media and marketing for faith-based films. Working with theaters and churches for promotional screenings and films release in over 1400 theaters nationwide. Executing and promoting large scale nationwide media events working with the press and media professionals to scheduling interviews with spokespeople including Dr. James Dobson, Mike Huckabee, and Chuck Norris. Developing and implementing web sites including branding, navigation and social media.

2004-2012 • COMMUNICATIONS CONSULTANT • FRANKLIN, TN

Responsible for strategizing, managing and designing print, web and social media and marketing for multifaceted campaigns. Oversaw vendors regarding all phases of production from negotiating costs to meeting deadlines in the areas of four-color printing, web development, environmental graphics and video production. Developed and implemented web sites including branding, navigation and social media. Clients included a nationwide healthcare company, local and international non-profits, inspirational gift products, denominational publishing and local churches.

2000-2004 • COMMUNICATIONS DIRECTOR, BRENTWOOD BAPTIST CHURCH • BRENTWOOD, TN

Responsible for overall communications of ministries to the congregation and the public. Developed and executed strategy for promotion of church events and special emphases. Managed and designed both print and electronic media, including weekly publications, quarterly magazine, collateral, web and closed circuit television. Interacted with local media, including Williamson, A.M., Nashville Business Journal, Channel 4 and Channel 5, NPT and Fox News placing advertising and press releases. Worked with IT to manage intranet and internet servers, web and email services and purchase of software and hardware. Responsible for budgets of individual projects and annual department budget. Initiated processes and systems to transition the church to an in-house agency with a multi-member staff. Recruited, trained and supervised staff.

1992-2000 • MOUSEWORKS • CARROLLTON, TX-NASHVILLE, TN

Managed freelance business, clients included: LifeWay Christian Resources, United Methodist Publishing House, Federal Reserve Bank, Prime Retail Outlet Malls, Overhead Door, Carrollton-Farmers Branch I.S.D., First Baptist Church Carrollton, TX, and First Baptist Church Pasadena, TX.

1989-1992 • SULLIVAN-PERKINS • DALLAS, TX

Responsible for all electronic production for graphic design firm, clients included: American Airlines, The Rouse Company, Prime Retail Outlet Malls, Atmos Energy, Haggar, and The Dallas Public Library. Initiated processes and systems to transition the company from exclusive outsourced typesetting to in-house electronic publishing. Evaluated, purchased, and trained users on software and hardware.

1986-1989 • FREELANCE GRAPHIC DESIGNER • CARROLLTON, TX

1985-1986 • GRAPHIC DESIGN TEACHER • MCNEESE STATE UNIVERSITY, LAKE CHARLES, LA



## EDUCATION

1985 • NORTH TEXAS STATE UNIVERSITY • DENTON, TX

B.F.A., Advertising Art, Creative Director, Finesse Graphics Studio intern program



## PROFESSIONAL SKILLS

INDESIGN

STRATEGY

PHOTOSHOP

ART DIRECTION

ILLUSTRATOR

SOCIAL MEDIA

WORDPRESS

TEAM BUILDING

PREZI

PHOTOGRAPHY