

MALISSA JOHNSON

SENIOR COPYWRITER & CREATIVE STRATEGIST

CONTACT

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SKILLS & HIGHLIGHTS

Adobe Creative Suite Illustrator, Photoshop & Indesign

Advertising Copywriting

Creative Strategy

Voice Writing & Strategy

Art Direction

Graphic Design

Basic HTML/CSS

Microsoft Office Suite

Cross Platform Creative

CRM

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

Aug 2009 - May 2013

- BFA Advertising Design
- AAS Communication Design
- Dual understudies in Psychology and Art History

GENERAL ASSEMBLY

Sep - Nov 2017

- UX/UI Design Circuit Certification

EXPERIENCE

April 2018
- present

VAYNERMEDIA

Senior Copywriter
Client: JP Morgan Chase

- Currently working as the Senior Copywriter and Creative Strategist for JP Morgan Chase across 6 lines of business.
- Creative Director and Creative Strategist for an internal JP Morgan mobile app experience.
- Lead social writer for the Sapphire brand across 50+ social assets in 2018 leading to over **100+ million impressions total, 378k unique clickthroughs** and the work was a **Shorty Finalist**.
- Currently developing 75+ assets for 2019 and am the acting creative strategist across all of Chase Sapphire.
- Developing creative and brand strategies for Sapphire, You Invest, and Freedom.
- Responsible for creating brand guidelines for new product launches and for Freedom and Sapphire ensuring that all assets are consistent.
- Working with strategy and the VaynerSmart team to develop voice apps across multiple devices
- Plans and coordinates video shoots and oversee the production and release of assets.
- Oversees junior teams ensuring constant growth.
- Leads client meetings and presentations on a weekly basis.

Sept 2015
- April 2018

GREY NEW YORK

Copywriter
Clients: Ally Bank, Volvo, Pantene, Canon, AARP, Pandora Jewelry

- Led the most successful social campaign in Ally Bank history, with a FB clickthrough rate **93% higher than average**.
- Creative Strategist and lead creative on a New Year's Day Pantene Snapchat Lens the resulted in **44M plays**
- Led client meetings across multiple lines of business
- Partnered with Google, Facebook, and Snapchat to implement best practices across all campaigns
- Partnered with Flywheel and Pantene to develop a large scale activation resulting in **98M impressions** across social
- Wrote long and short form website content for Volvo car launches
- Worked closely with the strategy team to develop best solutions to fulfill client briefs
- Supervised and led shoot productions of various sizes
- Oversaw junior creatives on the social and CRM teams

July 2013
- August 2015

PUBLICIS WORLDWIDE

Junior Copywriter
Clients: Oral-B, Crest, Crest 3D White, Scope, Tampax, Red Lobster

- Collaborated with the search and analytics team to optimize Oral-B's website globally
- Lead creative team across all social campaigns
- Lead digital team on multiple new business pitches
- Worked closely with UX and strategy to redesign and rewrite websites across multiple P&G brands