



**RENEE JOHNSON**

VIRTUAL ASSOCIATE



*I am a Virtual Associate with over 5 years' experience in Media and Communications. My area of specialization is Marketing and Social Media*

## **SPECIALIZATIONS**

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Copywriting  
Strategic Communications Planning  
Media Releases  
Article /Blog/Speech Writing  
Social Media Management

## **WORK EXPERIENCE**

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### **Public Relations Officer 2015-Present**

- Write and dispatch media releases, articles, blogs and statements
- Speech writing for executives and government officials
- Craft and execute Integrated Marketing Communications plans
- Event Planning to include logistics and media management
- Social Media management
- Copywriting
- Content curation and layout for publications (newsletters)

## **EDUCATION BACKGROUND**

BACHELOR OF ARTS: INTEGRATED MARKETING COMMUNICATIONS  
UNIVERSITY OF THE WEST INDIES, MONA  
KINGSTON, JAMAICA