

Cody Johnson

Professional Experience

Communications Intern - Knight Foundation

Conducted extensive research of current opportunities and limitations of LinkedIn and provided suggestions to Knight Foundation for how to leverage publishing platform for more dynamic user engagement

Constructed news release pitch lists for relevant media contacts
Crafted press releases about grant announcements and grantee follow-ups

Contributed to the Knight Blog with curated posts about the entrepreneurial and startup culture of Miami

Sports Information Student Assistant - New Mexico State University

Published event previews and recaps as news releases and web content

Corresponded with local media to provide interview opportunities for coaches and student-athletes

Updated website with current bios, schedule results and season statistics

Served as official media contact for cross country and track and field (2011-13) and tennis (2010-11)

Served as official score keeper for various sports on occasion (baseball, softball, tennis, soccer)

Assisted with pre-game, live event and post-game media duties for all sports

Published yearly media guide for respective sport (tennis, track and field, cross country)

Organizations

Sigma Chi Fraternity

Served on the executive board for three years. Set Philanthropy donation record during tenure as Philanthropy Chair.

NMSU Alumni Association Student Delegate

Co-founder. Represented student body at alumni functions. Collaborated with Alumni Association directors.

ADFED

Served as President. Led team of students to develop integrated marketing campaign for Nissan.

All Greek Council

Served as VP of Recruitment and Retention on the IFC executive board and Greek Week Director for Day of Service.

St. Jude's Up 'til Dawn

Served as Director of Recruitment. Helped plan fundraising initiative for NMSU St. Jude's Up 'til Dawn annual event.

National Society of Collegiate Scholars

Initiated into academic honors society for college students.

 @the_CodyJohnson

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 codymjohnson.com

Education

M.A. in Interactive Journalism - Reynolds School of Journalism - University of Nevada, Reno

Served as a Teaching Assistant for all three semesters of the program. Classes I assisted with:

JOUR 101 - Critical Analysis of Mass Media

JOUR 107 - All Things Media: Foundations

JOUR 351 - Principals of Strategic Communications

B.A. in Journalism and Mass Communications - New Mexico State University

Graduated with honors

Awards and Accomplishments

Best Sports Feature (Urban Weekly)

Nevada Press Association

C.T. Lang Publisher's Journalism Scholarship

Albuquerque Publishing Company

Al Neuharth Free Spirit Scholarship

Freedom Forum

Projects

Knight Commission Spending Database

Conducted usability tests. Designed prototype based on feedback. Suggested improvements to commission.

Biggest Little Startup Fair

Helped launch local tech startup fair in Reno. Managed content for project website.

Skills

WordPress



Adobe InDesign



Adobe Photoshop



Social media



Wireframing



Photography & video



Virtual environment



User experience & usability testing



Analytics & SEO



Writing



Event management

