

G E O F F J O H N S T O N

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C O R P O R A T E E X P E R I E N C E

Training Content Developer & Analyst

I.D. Systems, Inc • Plano, TX

April 2018 – August 2018

- Improved existing customer training program by incorporating conceptual foundations of the company's software and hardware products into initial customer onboarding courses.
- Designed a comprehensive training program based on an "implementation education" approach for new customers and users. Informed by marketing and sales proposals, established a secondary objective of the program to bridge buyer journey and customer life-cycle:
 - Introductory training rolled out during system implementation.
 - Pre-launch training courses focused on routine tasks and functionality specific to user/operator roles.
 - Post-launch learning opportunities were designed as self-paced, on-demand training pathways to help customer organizations realize immediate ROI.

Sr. Creative Copywriter

GameStop Corp. • Grapevine, TX

July 2017 – March 2018

- Responsible for messaging around promotions and events.
- Created high volume of B2C copy for digital and print campaigns.
- Improved the overall quality and outcome of campaigns by working across departments to create consistent and strategic consumer messaging that was relevant and engaging.
- Informed marketing techniques to elevate engagement of digital consumer communications.
- Developed *GameStop Tone of Voice* guidelines, a set of brand standards designed to incorporate the company's established voice into the various styles and standards of external partners, developers, publishers and vendors.

Content Marketing Manager

OneSource Virtual • Dallas, TX

February 2016 - June 2017

- Leading the internal marketing department's social media specialist and content writer, I managed the organization's B2B content program.
- Optimized company content for search, writing or editing messaging for email campaigns focused on customer retention, acquisition and event promotion.
 - Achieved **year-over-year growth of over 49%** in total blog page views.
 - Yielded an **11% increase in organic search site traffic year over year**.
 - Optimized site traffic, directly contributing to **over \$3 million in total bookings**.
 - Generated a **22% average open rate and 3.2% average click-through rate** for targeted email campaigns.

Sr. Content Writer

OneSource Virtual • Dallas, TX

April 2015 - January 2016

- Conducted independent research and collaborated with internal subject matter experts to define product benefits and differentiators incorporated into content marketing collateral.
- Researched and wrote a variety of content for internal and external company communications, including:
 - quarterly customer, partner and sales newsletters
 - customer case studies
 - lead generation campaign content
 - web content for company blog and social channels
 - sales and marketing collateral promoting core service offerings

Technical Writer / Product Content Specialist

I.D. Systems, Inc • Plano, TX

June 2011 - January 2015

- Collaborated with SMEs to author technical field bulletins and internal training content.
- Produced video content for a variety of sales, marketing and product training initiatives.
- Managed on-time creation, approval and delivery of:
 - user guides
 - hardware installation manuals
 - system release notes
 - marketing material
 - online help articles
 - knowledge base content

F R E E L A N C E W O R K

Freelance Columnist

D Magazine • Dallas, TX
September 2012 – June 2017

Contributed feature articles and columns.

Freelance Contributor

Quick DFW • Dallas, TX
December 2007 – June 2011

Wrote weekly event listings, feature articles, profiles, humor columns, and daily web content.

Freelance Writer

Dallas Observer • Dallas, TX
April 2006 – January 2008

Wrote weekly event listings, concert previews, album reviews and feature profiles.

S K I L L S

- B2B/B2C Content & Copy
- Search Engine Marketing
- Content Marketing Strategy
- Project Management
- Targeted Drip Campaigns
- Sales & Marketing Collateral
- White Papers & E-Books
- Corporate Communications
- Customer & Partner Newsletters
- Thought Leadership
- Executive Ghostblogging
- Editorial
- Feature Articles
- Copy Editing
- Creative Writing
- Product Documentation
- Audio/Video Production
- E-Learning & Instructional Design

T O O L S

- Microsoft Office 365
- Adobe Creative Cloud
- Salesforce Article Management

S T Y L E S

- AP Stylebook
- Microsoft Manual of Style
- Google Developer Documentation Style

E D U C A T I O N

Louisiana State University in Shreveport
Journalism & Mass Communication

P R O F E S S I O N A L R E F E R E N C E S

Kevin Hautzinger

Executive Director of Marketing | OneSource Virtual

Matt Regis

Brand & Creative Director | OneSource Virtual

Marney Edwards

Vice President, Global Alliances | Genpact

Contact information available upon request.

C A R E E R T I M E L I N E

