

# JENICE JOHNSON WILLIAMS

Garland, Texas • (817) 307-9384 • [jenice@jenicejohnson.com](mailto:jenice@jenicejohnson.com) • <http://www.artislife.gallery>

## EXPERIENCE:

ART IS LIFE STUDIO, Plano, TX, Feb. 7 2015 – Present

*Owner/Writer/Photographer*

- Host art events and workshops.
- Portrait, wedding, and event photography.
- Freelance writing.

TANKA BAR/NATIVE AMERICAN NATURAL FOODS, Kyle, SD/Dallas, TX, Sept. 2010 - Present (Part-Time)

*Assistant Director of Marketing and Communications*

- Regularly communicate and manage relationships with retailers.
- Train and oversee coworkers on new procedures and social media.
- Manage and execute marketing and media strategy, interactive media, promotions, social media (**Facebook, Twitter, Instagram, Pinterest, YouTube**), advertising, and marketing.
- Plan and implement online and offline marketing/promotional/PR and media strategy projects.
- Create and publish website content.
- Plan and oversee the execution of exhibitions and tradeshow.
- Responsible for acquiring new vendors and retailers through sales initiatives.
- Administrate social media accounts daily.

VARIOUS PUBLICATIONS AND BUSINESS, Dallas/Ft. Worth, TX Dec. 2004 – Present

*Freelance Writer and Photographer*

- Creates, edits and rewrites artist and business bios for web and print.
- Content writing and newsletter creation for entrepreneurs.
- Shoots portrait, event and art photography for personal and professional use.
- Wrote features and event listings for several weekly and monthly publications.
- Wrote feature stories for Briggs Freeman Sotheby's International Realty.

THE DALLAS MORNING NEWS, Dallas, TX Aug. 2005 – Aug. 2010

*Editor/Writer/Assistant Managing Editor/Photographer for neighborsgo*

- Managed newsroom team to effectively execute content strategies, editorial selection, and presentation.

- Responsible for development of marketing and business strategies in print and online
- Managed audience development and maintained readership retention.
- Photographed cover shots for *neighborsgo* as well as edited photo packages for inside pages.
- Developed, launched, and created content for the neighborsgo.com website.
- Maximized social media to disseminate business messaging.
- Coached, oversaw, reviewed, and developed personnel, drafted comprehensive review reports.

NORTH PLATTE TELEGRAPH, North Platte, NE Nov. 2003 – Nov. 2004

*City/County Government Reporter*

- Wrote and conceptualized human-interest stories
- Produced continuous coverage of City Hall and county matters involving budgets, infrastructure and economic development.

**EDUCATION:**

UNIVERSITY OF TEXAS AT ARLINGTON, Arlington, TX, Aug. 1999 – Aug. 2003

*Bachelors of Arts in English*

*Communications minor*

Honors: Reporter and lifestyles editor at *The Shorthorn*

**PRESS:**

UTA Magazine, Spring 2013, “Sweet Whimsy: Jenice Johnson brings candy into focus”

Art Animal Magazine, January 11, 2013, “Art Trends: Gummy Bear Art”

**INTERESTS & AFFILIATIONS:**

Exhibiting artist/photographer; non-profit volunteer; writing coach and jewelry maker.