

PATRICK T. JOHNSON

WRITER, EDITOR, WEB, SOCIAL

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EXPERIENCE

Cal South (*California State Soccer Association—South*) **Fullerton, CA | May 2005 - February 2015**

Ten-year member of marketing team in charge of strategic branding to 200,000+ members. In this span, youth membership grew by 27% to the third largest state association total in US Youth Soccer [2013/2014 season]. Adult membership grew to second largest within two years of being named an official adult state soccer association.

- **Communications Manager** (*Dec. 2010 – Feb. 2015*)
 - Design, editing, and copy for all emails and announcements sent to the Cal South membership.
 - Monthly newsletters included Cal South E-News, Tournament Spotlight, Adult Soccer Update, and Admin Hot Sheet.
 - Creation and editing of posts on all social media pages.
 - Grew Cal South's Facebook fans from 7,000 to 20,000+ in a concentrated one-year project.
- **Managing Editor** (*Dec. 2010 – Feb. 2014*) & **Associate Editor/Writer** (*Sept. 2005 – Dec. 2010*)
 - Cal South Soccer Magazine (circulation: 120,000+ copies per issue).
 - Wrote 60-90% of the copy in each issue.
 - Guided article creation through use of freelance base when necessary.
 - Oversight of other Cal South publications, such as Tournament Guide and Soccer Nation Expo Pocket Guide.
- **Writer, Editor, Webmaster** (*May 2005 – Feb. 2015*)
 - CalSouth.com (360,000 unique visitors; 6.9 million pageviews annually), SoccerNationExpo.com, ODPCamps.com, and CalSouthFoundation.org.
 - Content creation and CMS page layout and installation for full redesign of CalSouth.com in 2007. Relaunch of site increased page views by 275%.
 - Devised creation of Find a League or Club and CCAP search engines.
- **Assistant Showrunner** (*Nov. 2005 – Feb. 2014*)
 - Involved in planning, physical installation, and running annual Soccer Nation Expo, averaging 15,000 attendees in a nine-year period (2006-2014).
 - Editing and copy for all printed and online marketing to support event.
 - Wrote narration copy for numerous radio and television promos.
- **Marketing Coordinator** (*May 2005 – Feb. 2015*)
 - Daily coordination and project management of special events, advertising campaigns, membership publications, sponsorship fulfillment, etc.

The News Group Alaska (*Alaska News Agency/The Book Cache*)
Anchorage, AK | Oct. 1982 – April 2005

- Magazine Receiving Manager (1997-2005)
- Hardback Returns Manager & Shipper (1985-2005)
- Trading Cards Manager/Buyer (1993-1998)
- Audio & Video Manager/Buyer (1987-1993)
- Hallmark Goods Receiver (1982-1985)

SKILLS

- Extensive experience with numerous Content Management Systems (CMS)
- Social Media: Facebook, Twitter, Instagram, Vine, Pinterest, Tumblr, Tagboard
- Email: Outlook, Gmail, Hotmail, Survey Monkey, Constant Contact, MailChimp
- MS Office: Excel, Word, PowerPoint, Outlook, Access
- Adobe CS: Photoshop, Dreamweaver, Illustrator, LiveCycle, InDesign
- Equally knowledgeable in use of Mac and PC computers and programs

PERSONAL

Volunteer:

- Box Office Manager | *University of Alaska, Anchorage Theatre for Young People (2003-2005) & Alaska Theatre of Youth (1999-2003)*
- House Manager, Stage Manager, Prop Master, Sound Board Operator | *various shows - Cyrano's Bookstore Theatre Company (1998-2004)*
- Sound Board Operator – *various theatrical and modern dance shows | University of Alaska, Anchorage Theatre Department (1998-2001)*
- Performer & Writer | *3 Barons Faire/Alaska Renaissance Festival (1985-2001)*

Blogging:

- The Cinema 4 Pylon [<http://cinema4pylon.blogspot.com>] (2005-present)
- The Cinema 4 Cel Bloc [<http://cinema4celbloc.blogspot.com>] (2006-present)
- Intelli-Allergentsia [<http://intelli-allergentsia.blogspot.com/>] (2015-present)
- The Shark Film Office [<http://sharkfilloffice.blogspot.com/>] (2007-present)

Film Reviewer | *Spout.com (2007-2008)*

Playwright:

- “The Three Musketeers Radio Show: Live” | *University of Alaska, Anchorage (2000)*
- “Gamera Vs. All Mankind” *Libretto for animated opera film.*

Online Portfolio at: pylonfreelance.com/portfolio

Personal references supplied upon request.