



JOHNNY GUERRA

SOCIAL MEDIA COORDINATOR

PROFILE SUMMARY

Innovative and detail-oriented communications professional with 15+ years of experience through strong visual storytelling, content creation, social media strategy, and business operations. Collaborative and dynamic with excellent interpersonal skills in both English and Spanish. Technically sophisticated with broad experience across multiple creative platforms.





PROFESSIONAL SKILLS

Adobe Creative Suite
Mac OS / Microsoft Office Suite
Creative content writing
Social media strategy
Visual Storyteller
WordPress
Bilingual (English & Spanish)

PERSONAL SKILLS

Detail-oriented
Reliable and professional
Self-Starter
Motivated
Creative thinker
Team player
Time management
Organized
Fast learner
Can-do attitude

CONTACT

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ACCOMPLISHMENTS

- Created an Indiegogo short film campaign with global reach; strategized and produced eye-catching and compelling content to reach goal of \$15K.
- Spearheaded the promotion, coordination, and execution of Yes You Can!'s mega event in Los Angeles, hosting 200+ people and boosting product sales.
- Designed and managed actor Mike Vogel's official website for 15+ years. Built social media presence, increased engagement on social platforms and converted HTML website to WordPress, and provided MySQL databases.

WORK EXPERIENCE

WRITER, GRAPHIC DESIGNER, VIDEO EDITOR AND CONTENT CREATOR

Freelance | April 2009 - present

Conceptualize, develop and translate conceptual ideas into visually compelling content: graphics, logos, video, presentations, social media content, PowerPoint, campaigns, artists, and self-produced projects.

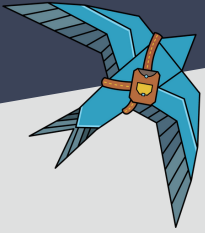
- Maintain expert working knowledge of cutting-edge design applications, software systems and visual strategies.
- Accomplished deadlines consistently through proper planning and diligent work on all assignments ensuring client satisfaction.

COMMUNITY MANAGER + CONTENT STRATEGIST

Chaban Wellness, LLC (Yes You Can!), Miami, FL | February 2013 - April 2015

Oversaw the creation and delivery of engaging marketing and social media campaigns to drive business growth. Collaborated with the Marketing Team to provide insight, feedback, and analysis of company promotions.

- Led social media content creation, release, and engagement analysis
- Oversaw Twitter, Facebook, and Instagram accounts .
- Designed written, print, and video material, representing brand across multiple platforms.



PERSONAL PROJECT

Developed digital media platform to interview film and TV talents such as: Blake Lively ("Gossip Girl"), Mike Vogel ("Under the Dome"), Brie Larson ("Captain Marvel"), Amber Benson ("Buffy the Vampire Slayer"), and Matt Austin ("Power Rangers S.P.D."), etc.

VOLUNTEERING

SADDLEBACK CHURCH
Campus Photographer
October 2018-February 2020

Member of the PICS (Photographers In Christ's Service) ministry. A way of storytelling; capturing Saddleback Church's campus and worship experience.

FAVORITE QUOTE

"You can dream, create, design, and build the most wonderful place in the world. But it requires people to make the dream a reality." – Walt Disney

CONTENT CREATOR AND ADMINISTRATIVE ASSISTANT

JOBBO Fit, Belmont, CA | January 2010 - May 2012

Led the creation of various promotional materials to achieve member growth including, documenting "before and after" client testimonials, designing the company's brand and website, and producing print materials.

- Held accountable for daily office duties, customer communications, schedule management, and greeting patrons.
- Credited with creating materials that boosted new member sign ups.

MARKETING ASSISTANT & EDITOR (INTERNSHIP)

The Slingshot Group, Menlo Park, CA | February 2006 - June 2006

Expanded knowledge and gained professional experience in content creation, promotions, and marketing campaigns.

- Visually interpreted CEO's ideas into tangible material.
- Redesigned and published an angel investing company's website.
- Successfully published press releases and presentations.
- Developed a promotional media kit for future marketing needs.
- Filmed and held on-site interviews with The Slingshot Group to create promotional content.

SENIOR WEBMASTER + CONTENT CREATOR AND STRATEGIST

Mike-Vogel.com, Redwood City, CA | September 2003 - Present

Updating and maintaining in specialized information on Mike Vogel's acting career, strategizing campaigns and expanding on his brand.

- Blog updates (career, up-coming events, photos).
- Design website and eye-catching graphics.
- Create and maintain web content (biography, filmography, etc).
- Establish social media presence on Facebook, Twitter and Instagram.
- Coordinate marketing campaigns with Warner Bros. and TAG Entertainment.
- Convert website from HTML to Wordpress and provided MySQL databases.

EDUCATION

B.A. in Communications
Notre Dame de Namur University, Belmont, CA
"Student Leadership Award"

A.A. in Liberal Arts
Cañada College, Redwood City, CA

