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Dwight Johnson

Career Summary

25 years of experience developing and managing communications activities in both agency and corporate environments. Strong writing and editing skills. Proficient in developing effective brochures, direct-mail campaigns, point-of-purchase advertising, public-relations materials, educational videos, client presentations as well as internal and external newsletters. Manage creative teams and production processes. Proven track record of innovation and superior performance.

Professional Experience

ARLAN, Inc. March, 1995 – present
Poquoson, VA

Sole Proprietor

Established company to provide full-service editorial marketing and publicity services to local and national clients. Responsible for every aspect of business including sales, copy development, production management, and billing. Also manage suppliers, support vendors, and freelance associates.

Business portfolio can be viewed at <http://www.ArlanInc.net> under the “Samples” link.

Accomplishments:

- Established company with two clients, a local video production company and Merrill Lynch & Co. (previous employer).
- Expanded Merrill Lynch business to eight product areas.
- Expanded Financial Services client base to include Morgan Stanley, EVEREN Securities, and the Securities & Investment Association.
- Extended client base to include manufacturing companies and other services companies, as well as government agencies and their suppliers.
- Most new business is the result of client referrals.
- Have secured clients in New York, New Jersey, Virginia and Washington, DC.

*Experience,
continued*

Merrill Lynch & Company, Inc. February, 1986—February, 1995
Princeton, NJ

Assistant Vice President, Marketing Services Manager

Promoted to position 9/91. Responsible for direction, focus and execution of Insurance Group's internal and external communications, broker-services hotline, and print-marketing efforts; establishing and maintaining editorial and graphic standards; meeting profit and service objectives as well as improving sales-force commitment to the insurance product line.

Manage six-member staff, internal and external agencies, multi-department task forces, and production facilities. Responsible for department operating budget and group advertising budget.

Accomplishments:

- Exceeded requirements by improving broker service levels to 97% from 83%.
- Selected by senior management to participate in firm's first Management Mentor program and Management Excellence program.
- Successfully integrated insurance products into firm-wide advertising and marketing campaigns; improved recognition of product line to 42% from 26% within affluent client markets.
- Produced the Insurance Group's most successful sales video.
- Increased use of internal printing services to 27% of budget from 6%; reducing funds leaving the firm and improving profitability.

Product Marketing Manager

Promoted to position 12/89. Responsible for marketing of firm's mortgage products. This included market planning, writing, and managing all internal and external promotional campaigns; training over 1000 brokers in seven states and developing innovative ways of engaging a sales force not accustomed to providing mortgage services to its clients. Managed staff and vendors in three states.

Senior Editor

Promoted to position 7/88. Responsible for researching, writing, and managing promotional materials including 14 monthly client newsletters, brochures, local advertising, and direct-mail campaigns for several financial product groups. Managed staff and free-lance writers.

Financial Writer

Hired to position 2/86. Responsible for copy development for newsletters, brochures, and local advertisements.

DANA Communications, Inc. September, 1983-- January, 1986
Hopewell, NJ

Account Executive

Responsible for account management, budgeting and editorial direction of all projects for several major accounts including Merrill Lynch and AT&T. Also responsible for developing and implementing marketing plans, client presentations, and special communications projects.

Ardrey Public Relations Inc. September 1981-- August 1983
Edison, NJ

Account Executive

Responsible for all public-relations activities, including writing press releases, placing story ideas with trade-press publications, and preparation of brochures for several major industrial accounts, including Keene Lighting, Sonic Energy Systems, Weiss-Aug Metal Stampings, and Fisher-Stevens, Inc.

Education

Bachelor of Science, Fairleigh Dickinson University, 1981

Major: Business Administration

Concentrations: Public Relations, Sociology

Internship: American Red Cross

Personal

Active participation in the following civic activities:

- City of Poquoson Board of Zoning Appeals
- Trinity United Methodist Church Education Committee

Married 24 years. Two children, one in college, one in high school.

Hobbies include drawing, photography, music, cycling, and kayaking.