

karl johnson

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EXPERIENCE

- 1/15 - present **Design and Communications Consulting**
Oakland. Assisting small nonprofits and volunteer groups with various graphics, collateral, and messaging needs
- 9/14 - 11/14 **Deputy Director of Communications, Anderson for Insurance Commissioner**
Overland Park, KS. E-newsletters; website management (Wordpress); social media coordination; press coordination; campaign graphics; print collateral; event organization; photography; network outreach
- 3/14 - 9/14 **Communications Specialist, Taylor for U.S. Senate**
Topeka, KS. Social media and website management (Wordpress); press outreach and coordination; e-newsletters; media tracking; print collateral; event organization; photography; constituent outreach
- 4/14 - 8/14 **Manager of Marketing and Communications (Interim), BALLE**
Business Alliance for Local Living Economies - Oakland. Social media and website management (Drupal); blog and newsletter copy and layout; graphics development; media and news tracking; conference message planning; mission promotion and advocacy; partner promotion and engagement; toolkit document layout and development
- 10/11- 8/13 **Communications Associate, Architecture for Humanity**
San Francisco. Social media and website management (Drupal); monthly newsletter; annual report assembly and release; press releases and press kits; inquiries and interviews; network outreach and contact management (Salesforce); online platform development; fundraising campaign development; project and program reporting; partner coordination; internal and external presentations, advocacy, and written work. Twitter following of 200K
- 2/10 - 10/11 **Design Fellow - Haiti & Students Rebuild, Architecture for Humanity**
Coordination and content generation, management of partner program; field reporting; field office resource coordination; newsletter composition; French translation; partnership development
- 2/10 **Volunteer, Architecture for Humanity**
Volunteer coordination; content, layout, graphics, peer review, translation management of rebuilding manual specific to Haiti
- 3/09 - 4/10 **Web and Branding Design**

EDUCATION

- 2008 **Certificate in Interdisciplinary Design - Institute Without Boundaries**
Toronto. Graduate program applying principles of interdisciplinary design to theoretical and practical projects - in particular, a multi-tiered rural renewal proposal for the Government of Costa Rica
- 2007 **Bachelor of Architecture - California Polytechnic State University (Cal Poly)**
San Luis Obispo. Including: one year study abroad in Paris; Design Village lightweight structure competition; College of Architecture & Environmental Design (CAED) student council president; CAED Ambassadors program founder; accreditation board (NAAB) selected designed & built furniture

SKILLS

Copy writing: newsletters, blogs, webpages, toolkits, articles & interviews, press releases, annual reports, editing; Social media management; Website administration: Drupal, Wordpress, HTML, Wikipedia; CRM & marketing: Salesforce, Marketo, NGP VAN, Mailchimp; Adobe: Photoshop, Illustrator, InDesign, Dreamweaver; Design: layout and graphic design, visualization (pencil, pen, watercolor), SketchUp, AutoCAD; MS Office: Word, Excel, Powerpoint; Photography & video; French

PUBLICATIONS, PRESENTATIONS, RECOGNITION

"Top 10 Tweeters on Economic Transformation," Guardian UK, 09/14 (bit.ly/10ttwtr); Learning from Architecture for Humanity, Kansas State University, 01/14; "Engaging Haiti: How Designers Facilitate Long Term Recovery," Oz Journal 35, 2013; Humanitarian Design Workshop, Contemporary Jewish Museum, 10/13; "Place and Public Health: the impact of architecture on well being," Guardian UK, 06/13; "Avoiding the Next Disaster," Huffington Post Impact, 05/13; "Magic in Social Design," BIOCITY No. 53, 12/12; Lecture, Cal Poly ARCH 101, 10/10; "Rebuilding Haiti," a+u, 05/10