

Ava Johnson

Marketing | Advertising | Public Relations | Digital Strategy

avajohnson0330@gmail.com | linkedin.com/in/avajohnson259/ | 9193567922 | www.avajohnson.info

PROFILE

Advertising and Public Relations student at the University of North Carolina at Chapel Hill with experience across digital marketing, client services, project management, public relations, content creation, and campaign analytics. Experienced in developing audience-focused marketing strategies, coordinating client deliverables, conducting consumer and competitive research, creating multimedia content, and analyzing campaign performance. Interested in the intersection of brand strategy, consumer behavior, creative storytelling, data, and emerging marketing technology.

EDUCATION

UNC Chapel Hill | *Hussman School of Journalism and Media*

B.A. Media and Journalism (Advertising and Public Relations focus)

August 2024 - Expected May 2028

UNC Chapel Hill | *School of Information and Library Science*

Information Systems Minor

January 2026 - Expected May 2028

PROFESSIONAL EXPERIENCE

THE rAve Agency

Client Service Associate

January 2026 – August 2026

- Supported client accounts by coordinating content updates, communications, and marketing deliverables across customer-facing and internal touchpoints.
- Monitored press coverage and media activity to evaluate client visibility and develop organized coverage reports.
- Communicated project updates and supported deliverable execution across client and internal teams.
- Strengthened experience in client communication, media monitoring, brand visibility, content coordination, and agency operations.

Project Management Intern

May 2026 – August 2026

- Coordinated client deliverables, project timelines, and communications while tracking progress across multiple projects.
- Conducted audience and industry research to support project development and marketing recommendations.
- Tracked content and video impressions to evaluate audience reach and project performance.
- Led and coordinated a team of interns during trade show projects, helping organize workflows and support successful project execution.
- Balanced multiple priorities and stakeholder needs in a fast-paced agency environment.

Video Shooter Intern

May 2025 – Present

- Filmed product demonstration videos for more than 50 audiovisual and technology companies at InfoComm 2025 in Orlando.
- Worked in a fast-paced trade show environment to capture product-focused content for digital publication and industry audiences.
- Collaborated with team members and company representatives to support efficient on-site content production.
- Gained experience in event content creation, product storytelling, video production, and technology marketing.

Accounts Assistant

June 2025 – August 2025

- Supported the Global Accounts Director with account-related projects, organization, and day-to-day administrative needs.
- Assisted with organizing account information and project materials to improve accessibility and workflow.
- Developed foundational experience in agency operations, account support, organization, and professional client services.

DIGITAL MARKETING EXPERIENCE

Global Career Accelerator - Digital Marketing Program

2026

Completed hands-on marketing projects spanning ecommerce, SEO, social media, paid advertising, email marketing, influencer strategy, consumer research, analytics, and conversion optimization.

Consumer Insights & Ecommerce

- Created customer empathy maps based on target personas to guide user-centered marketing and website decisions.
- Built website page structures and navigation in Shopify using UX principles.
- Developed on-brand website copy and visual direction, including photography and typography, aligned with brand guidelines.
- Applied conversion-rate optimization principles to ecommerce experiences, including calls-to-action, trust elements, product reviews, promotional messaging, and landing-page best practices.
- Designed A/B tests and analyzed results to identify opportunities to improve customer engagement and conversion.

SEO & Content Strategy

- Conducted keyword research using SEMrush and Google Trends to identify search behavior and develop SEO strategies.
- Evaluated search engine results pages and competitive content to identify opportunities for improved visibility.
- Optimized target keywords, metadata, website copy, and blog content to support organic search performance.
- Connected SEO findings with broader content and customer journey strategies.
- *Email Marketing*
- Built branded promotional, abandoned-checkout, and transactional email flows within Shopify.
- Developed newsletters and landing pages using Kit, applying audience targeting and persuasive copywriting principles.
- Created subject lines and email messaging designed to support engagement and conversion.

Social Media & Influencer Marketing

- Conducted competitive analysis of skincare brands across Instagram and TikTok to identify content pillars, audience behaviors, and platform trends.
- Developed organic social media strategies based on brand positioning and audience interests.
- Practiced community management by developing brand-aligned, solution-oriented responses to customer comments.
- Evaluated and reimagined user-generated content based on brand guidelines and campaign objectives.
- Sourced and evaluated potential influencers based on audience fit, brand alignment, and campaign goals.
- Developed influencer outreach messaging using AI-assisted workflows while applying strategic judgment to final recommendations.
- Created AI-enhanced UGC concepts and social content for global consumer brands.

Paid Media & Marketing Analytics

- Developed Meta advertising campaigns by establishing objectives, budgets, schedules, audiences, KPIs, and targeting strategies.
- Evaluated advertising creative based on audience relevance, product communication, and brand consistency.
- Tailored advertising copy and visuals for interest-based and retargeting audiences.
- Calculated and analyzed CPM, CPC, and CPA to evaluate campaign effectiveness against benchmarks.
- Used Excel pivot tables to organize placement data, identify performance patterns, and develop recommendations.
- Translated campaign results into concise insights designed to inform future marketing decisions.

Integrated Campaign Strategy

- Designed a multi-channel campaign for charity: water focused on engaging college-age donors.
- Combined audience research, landing-page strategy, influencer partnerships, organic social content, and paid media into an integrated campaign.
- Developed campaign recommendations connecting consumer insights with awareness, engagement, and donation objectives.
- Explored global growth strategies balancing consistent brand identity with localization and market-specific consumer needs.

LEADERSHIP & CAMPUS INVOLVEMENT

Alpha Delta Pi

Director of Public Relations

November 2025 – Present

- Lead public relations and digital communications supporting chapter events, philanthropy, recruitment, and community engagement.
- Maintain and update the chapter website to ensure accurate, consistent, and engaging public-facing information.
- Create promotional videos and digital content designed to increase awareness and engagement.
- Maintain consistent messaging and visual identity across public-facing communications.
- Coordinate communications projects involving chapter leadership and other stakeholders.
- Apply audience awareness, brand strategy, writing, content creation, and project management skills to chapter communications.

UNC Advertising Club

January 2025 – Present

- Participate in professional development, industry networking, workshops, and events focused on advertising and marketing.

Additional Involvement

- Paws For A Cause
- Intramural Soccer
- Community Service & Philanthropy Activities

ADDITIONAL PROFESSIONAL EXPERIENCE

The Pipers Tavern

Hostess / Busser / Server

May 2021 - August 2026

- Progressed through multiple front-of-house responsibilities over five years in a fast-paced restaurant environment.
- Delivered attentive customer service while managing changing guest needs and competing priorities.
- Collaborated with front- and back-of-house team members to support efficient operations and positive guest experiences.

- Developed long-term strengths in communication, resilience, adaptability, teamwork, problem-solving, and customer relationship management.

Carolina Brewery

Server

September 2025 – Present

- Provide efficient, customer-focused service in a high-volume hospitality environment.
- Maintain detailed menu and product knowledge to communicate recommendations and respond to customer questions.
- Manage multiple tables, priorities, and customer needs while collaborating with team members to maintain service quality.
- Continue strengthening interpersonal communication, time management, adaptability, and customer experience skills.

Independent Caretaking

Caretaker

2018 – Present

- Provide dependable childcare, pet care, and household support for families.
- Manage schedules, responsibilities, and changing needs independently while maintaining consistent communication.
- Built long-term relationships through reliability, responsibility, organization, and trust.

CORE COMPETENCIES

Marketing & Strategy:

Brand Strategy • Digital Marketing • Integrated Marketing • Campaign Strategy • Consumer Insights • Audience Research • Competitive Analysis • Market Research • Customer Journey Strategy • Content Strategy • Ecommerce • Conversion Optimization

Content & Communications:

Public Relations • Brand Storytelling • Content Development • Copywriting • Social Media Strategy • Community Management • Influencer Marketing • UGC Strategy • Client Communications • Media Monitoring • Video Content

Analytics & Research:

Campaign Analytics • KPI Analysis • CPM • CPC • CPA • A/B Testing • SEO Research • SERP Analysis • Performance Reporting • Competitive Research • Audience Analysis

Project & Client Management:

Project Management • Client Services • Stakeholder Communication • Cross-Functional Collaboration • Deliverable Tracking • Timeline Management • Team Coordination • Presentation Development

TOOLS & PLATFORMS

Shopify • Meta Ads Manager • SEMrush • Google Trends • Kit • Microsoft Excel • Pivot Tables • Microsoft PowerPoint • Microsoft Word • Canva • Adobe Premiere Pro • Generative AI Tools

AREAS OF INTEREST

Consumer Brand Marketing • Brand Strategy • Digital Marketing • Advertising • Public Relations • Consumer Insights • Content Strategy • Ecommerce • Social Media • Marketing Analytics • Integrated Campaigns • Emerging Marketing Technology