

# CAROLINE JOHNSON

## Places I've Paid To Go

San Francisco State University, 2012  
*B.A. Industrial Design*

## Things I've Done That I Can Do For You

- Longform anthemic or bite-sized film content
- Craft unique tone/voice for new or reinventing brands
- Website copy & messaging strategy
- Social content & copy
- Holistic campaign platforms
- PR-able IRL brand activations
- Oversee video & radio production from bid to post

## Places That Paid Me To Go There

### VCCP

*Senior Copywriter, 2022-present*  
Clients: Native, Audi, Diablo, Mike's Hard Lemonade, Equinix, Celebrity Cruises

### Mekanism

*Senior Copywriter, 2021-2022*  
Clients: Alaska Airlines, Cupcake Vineyards, Franzia, Charles Schwab, Frida Mom

*Copywriter, 2018-2021*  
Clients: Method, Papa Murphy's, Chloe Wine Collection

*Junior Copywriter, 2017-2018*  
Clients: Ebay, Muscle Milk

*Office Manager, 2016-2017*  
Washed a lot of dishes

# COPYWRITER

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