

TAMARA ANN JOHNSON

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Creatively diverse, technically savvy, with a proclivity for sound challenges.

- Retail Design
- Entrepreneurship
- Strategic Development
- Social Marketing
- Customer Acquisition
- Community Engagement
- Branding + Product Design
- Technical Aptitude

NOTEWORTHY ACCOMPLISHMENTS

- 2015 **Produced & hosted a community-inspired vendor's marketplace** and ticketed event called Hype & Lavender, which focused on female artists, makers, and designers.
- 2016 **Cover story of The University City Review Newspaper** for "*Lancaster Avenue Boutique as exhibit for emerging artists*".
- 2017 **Guest appearances on WURD Radio 96.1FM/900AM** to discuss brand/boutique and mission.
- 2017 **Spotlighted article with The Philadelphia Sunday Sun Newspaper** and their e-news segment for the *iBuyBlack Review* of African American Business Owners based in the regional area.

BACKGROUND

January 2004 – Present

INDEPENDENT FREELANCE DESIGN CONSULTANT
VARIOUS COMPANIES & START UPS
Philadelphia, PA

- **Directs development and produces branding packages for start-up enterprises**, established small businesses, fashion designers, retailers, non-profits, etc.
- **Creates email marketing and social marketing strategies** for promotional events.
- **Direct editor, copy editing, proofreading** for various marketing campaigns.
- **Designs logos, signage, printed media, web and e-commerce sites**, social, and digital marketing for various client-based projects.
- **Paints and illustrates modern art on large scale canvas** using acrylic and various mediums for commissioned pieces and personal collection.

August 2010 – Present

BRAND DEVELOPER + OWNER
LILIGLOW CREATIVE LIFESTYLE BRANDS, LLC
Philadelphia, PA

- **Founded and established a locally recognized independent artisan brand** for the past 7 years which focused on artisan style fashion design and product development in the areas of handmade garment making, women's accessories, and creative gifts.

- **Strategically built a grassroots style brand that started as a vendor-based entity**, which acquired sales directly at vendor outlets and shopping events, to a fully fledged brick and mortar retail shop that became a destination point for buyers who craved one of a kind statement pieces, clothing, or art.
- **Formulated engaging campaigns and in-store events that promoted entertainment-centric marketing**, with foundations in brand storytelling through video compilations, eye-catching event Splash page, and showcase pop-ups that focused solely on new designers, our original products, or flash sales.
- **Invented weekly campaigns and printed marketing materials to fuel our customer database**, increase retention, and promote new client relations.

October 2016– September 2017 *RETAIL SHOP OWNER + MANAGER*
LILGLOW BOUTIQUE
 Philadelphia, PA

- **Brand Director who reimaged a stark and vacant store front space to a fully established, eccentric, and contemporary designed creative boutique** which sold and promoted independent products, art, literary work, and music from local + regional artisan.
- **Recruited top-performing interns to boost the brand’s mission** on our social platforms that engaged our neighboring community with events that incorporated art, music, and crafting.
- **Prime designer and social media strategist who built savvy, short run campaigns to boost sales**, attract walk-in customers, and increase return customers attend shopping events.

January 2017– April 2017 *GRAPHIC DESIGNER, CONSULTANT*
ENON TABERNACLE BAPTIST CHURCH
 Philadelphia, PA

- **Contributed to the successful re-launch of the Church’s 2017 Professional Business Directory** which comprised of cover design development; interior layouts; and paid advertisement creation for local, startup, and established businesses that catered to members of the congregation.
- **Worked in concert with the Church’s senior graphic department and on-site technical team to build presentation materials** for their in-house marketing; develop on-demand signage for the publication’s launch; and supervise full print production for all final drafts.

February 2017– April 2017 *MARKETING MANAGER + CO-PRODUCER*
INDIGO BLEU DESIGN & CULTURE CENTER
 Philadelphia, PA

- **Event producer and set designer for art exhibit and conceptual fashion show, I AM**, that featured modern works by the internationally recognized and local based artist, *Bariq Cobbs*.
- **Created video montage + documentary for featured artist which helped gain followers and awareness** to the project’s social media marketing campaign.

- **Developed electronic + printed promotional materials; staged photo shoots; and vetted talent** to perform and technically supervise the event with concierge, set lighting, wardrobe, and finale.

May 2017– July 2017

LOGO + BRANDING, CONSULTANT
MILESTONE PROS, LLC
Philadelphia, PA

- **Developed three core brand designs for the start-up human resources agency's logo** that would be interchangeable with the needs of their marketing focus such as talent acquisition, community outreach, and events.

May 2010 - January 2016

SYSTEMS RESEARCH ANALYST
TEMPLE UNIVERSITY
OFFICE OF THE UNIVERSITY ARCHITECT AND SPACE
MANAGEMENT
Philadelphia, PA

- **Reported directly to the Office Director to supervise and maintain University space allocation data** for use within comprehensive facilities studies and executive reports.
- **Aided in the overall management and review of University-wide policies regarding space usage and distribution** per school and college, internal personnel departments, and auxiliary facilities.
- **Implementation team manager of the industry standard space management software, Archibus®**, which required transposing 18,000+ asset records and 500+ CAD plans to the new system used by the department and asset managers within schools & colleges.
- **Re-established and developed an interactive University Facilities Fact Book for policy and financial stakeholders** through the use of Excel by categorizing University versus Commonwealth land and property data; gross and net square footage totals per facility; vacant land or demolished facilities; and new construction assets.

August 2015 – September 2015

PRINT + MEDIA, CONSULTANT
BAILEY FITNESS & NUTRITION
Philadelphia, PA

- **Designed promotional flyers that helped boost the Client's referrals and obtain new customers** to outdoor fitness camps and gym group training programs.
- **Replicated flyer designs to social campaigns for promised brand recognition**, which the Client uses frequently to promote new discounted programs, free training, and meal plan promotions.

December 2004 - May 2010

RESEARCH ANALYST I
TEMPLE UNIVERSITY
DEPARTMENT OF SCHEDULING AND SPACE
MANAGEMENT
Philadelphia, PA

- **Collaborated with Assistant Director on producing mid-semester case studies** and guidelines for the University matrix and classroom utilization report issued by the University Provost.
- **Direct support staff to the department's Space Coordinator** to maintain the University room inventory + repository of CAD files.
- **Application support manager responsible for the implementation of the lead scheduling software** Series25® , which consisted of transposing room, section data functionality, and stability testing.
- **Training coordinator for pre-launch instructional exercises** which entailed seminar development, manual documentation, visual presentations, and post-launch software roll-out.
- **Helped facilitate the integration of database tables** from Series25® to Banner which included analyzing numerous test transfers, data clean-up, and successful record transmission.

July 2006 – December 2006

WEB + PRINT DESIGN, CONSULTANT
WINNERS LACROSSE
Washington, DC

- **Directly contributed to the re-branding initiative of the non-profit agency's website + printed promotional materials** which helped raise awareness of their open sports calendar, events, and positive community impact.
- **Helped devise a strategic plan with the agency's field director to creatively launch their new website to shareholders** as a fresh and informative tool that would excite and encourage parents to enroll in their children into the growing urban Lacrosse program.

August 2005 – December 2006

BRAND IDENTITY/ILLUSTRATOR, CONSULTANT
MIND CANDY MEDIA, LLC
Garden City, NY

- **Creative Designer for an independent literary company hired to develop cover art for their debut novel**, *The Trifling Times of Nathan Jones* which helped garner the attention of youth reading programs, urban reads book circles, and various library workshops in Long Island + Harlem NY.
- **Conceptually developed story boards through free-hand illustrations** based on the novel's protagonist which became the foundation for short-story commercials to further promote the book's first year launch marketing campaign.
- **Developed the company's brand packaging with logo identity** that playfully connected their image as youthful agency with roots in the African-American community.

SKILLSET

Microsoft Office Suite: Excel, PowerPoint, Word; Google Docs + Analytics; Adobe Creative Suite: Dreamweaver; Illustrator; Photoshop; Acrobat; iMovie; Video Editing; CAFM Management; AutoCAD; Archibus; Resource 25; Prezi Presentation; Splash Event Page Development; Canva; WordPress Website Development; Copy Editing; Proof Reading; Email Marketing; Campaign Creation; Web Development; Light HTML Coding; PlanGrid; SLR Cameras

EDUCATION

January 2015 – May 2015

REAL ESTATE CERTIFICATION PREP

TEMPLE UNIVERSITY, Philadelphia, PA

January 2009 - May 2012

CONTINUING EDUCATION

TEMPLE UNIVERSITY, Philadelphia, PA

August 1996 - December 2000

ARCHITECTURE & DESIGN

HOWARD UNIVERSITY, Washington, D.C.

September 1992 – May 1996

DIPLOMA

WEST CATHOLIC PREPARATORY HIGH, Philadelphia, PA