MICHAELA JOHNSTON

michaela.johnston@icloud.comwww.michaelajohnston.wixsite.com/blogwww.linkedin.com/in/michaela-johnston

PROFILE

Driven multimedia storyteller and UX design student skilled in journalistic writing and post-production. Strong communicator and team player with experience creating mission-driven content for nonprofit organizations and leading outdoor experiences for all. Aims to explore the intersection between UX design, disability, mental health and the outdoors.

EDUCATION

CareerFoundry UX Design, <u>Sept. 2020 - Present</u> Specializations in UI and VUI

Boston University College of Communication

Boston, MA, 2015 - 2019

Bachelor of Science in Film and Television Concentration in Deaf Studies, GPA 3.58/4

RELEVANT EXPERIENCE

Editorial Intern

Jan. - May 2019

Appalachian Mountain Club Outdoors Magazine

Boston, MA

- Reporting, editorial research, writing, copy editing and search engine optimization for conservation-drive publication online and print editions.
- Wrote 2,500-word feature exploring relationship between Appalachian Trail thru-hikers and technology, profiling social media influencers and their diverse experiences with race, gender and mental health in the outdoors.

Marketing, Communications & Video Intern

Jan. - May 2019 Boston, MA

Zoo New England

- Developed guest experience survey to track guest satisfaction with behind-the-scenes sloth tour.
- Maintained website with benefactor logos and donation amounts to promote annual zoo gala.
- Created 2 marketing videos with Photoshop and Premiere, used to promote zoo's Wicked Big Bugs seasonal exhibit and educate kids on bugs role within ecosystem.
- Advocated zoo's conservation mission by animating super-hero-inspired video with Adobe Animate, highlighting easy tips for kids on consuming less plastic.

Digital Media Intern

June - August 2018

Minnesota Children's Museum

St. Paul, MN

- Produced new volunteer recruitment video, fulfilling museum's need for updated marketing materials by filming interviews, capturing B-roll, directing opening sequence and editing content using Adobe Premiere.
- Established new photo database, transferring and organizing all media files into new Google Drive.

Client Services Intern March - April 2018

Spectrum Films

Sydney, Australia

- Maintained small business brand by managing social media accounts and creating shareable content highlighting current client partnerships and past film collaborations.
- Researched films and proofread scripts, providing feedback to producer for future feature films.
- Ensured comfortable work environment for post-production clients by answering phone inquiries, updating visitor lists, taking supply inventories and shipping deliverables.

Empowerment League Storyteller & Global Days of Service PR Chair

Dec. 2016 - May 2017

Boston University (BU) Community Service Center

Boston, MA

- Wrote biweekly blog posts highlighting community partners to educate college students on Empowerment League's mission and relevant human rights issues impacting Boston community members.
- Interviewed community partners and student volunteers to write blog posts promoting annual BU Global Days of Service event.

ADDITIONAL EXPERIENCE

Adaptive Ski Instructor

Nov. 2019 - Present

Breckenridge Outdoor Education Center (BOEC)

Breckenridge, CO

• Lead ski lessons for individuals with disabilities, adapting skills to meet client goals and documenting progress through written reports and verbal feedback given to parents and/or caregivers.

Food Truck Shift Lead

August 2019 - August 2020

Nautical Bowls

Minnetonka, MN

 Operated food truck at events, tracking sales using POS while engaging with customers to educate about superfood benefits, store locations and menu items. **Extended Trip Leader** May - August 2019

Camp Thunderbird for Girls

Bemidji, MN Led 3-8 day backcountry and front country trips for 13-year old girls by planning meals, hiking routes, group activities and gear pack outs with co-leaders.

SKILLS

Software: WordPress, Adobe Creative Suite, Premiere, After Effects, Photoshop, Microsoft Office, Google Suite, Sketch, Canva Technical: AP/MLA style, Feature Writing, Blogging, Editing, Interviewing, Research, SEO, Social Media, Video/Photo Editing Personal: Empathy, Team Player, Problem Solving, Adaptability, Risk Management, Active Listener, Self-Starter

CERTIFICATIONS

Professional Ski Instructors of America (PSIA) Level 1 Ski Instructor, Wilderness First Responder, First Aid/CPR/AED/Lifeguarding