

SHIRLEY V. JOHNSON

Atlanta, GA 30097

470-955-0034 · shirley@stage1pr.com · www.stage1pr.com

LinkedIn: <https://www.linkedin.com/in/stage1prpro/>

PUBLIC RELATIONS PROFESSIONAL

Award-winning, senior-level, marketing communications professional with 20+ years, working in both corporate and PR agencies environments. Proven track record of creating, executing, managing and leading public relations campaigns that employ traditional and social media relations, crisis communications, thought leadership and internal communications. A media relations wizard, with national television experience, who garners positive national print, broadcast and social media coverage. Extensive experience working in the healthcare industry to include pharmaceuticals, biotech, life sciences, as well as not-for-profits. Always the go-to person who gets the job done - on deadline and within budget!

— AREAS OF KEY EMPHASIS —

- Strategic Comms
- Budget Administration
- Social Media Marketing
- Crisis Comms
- Account Management
- Media Relations
- Leadership Skills
- Corporate Comms
- Talent Management
- Client Retention
- Project Management
- Internal Comms

PROFESSIONAL EXPERIENCE

Principal | STAGE 1 PUBLIC RELATIONS, Atlanta, GA

10/2016 - Present

Freelancer offering superior work and strategic communications counseling for the development and implementation of all communication strategies for complex projects in support of business development, program initiatives and internal communications especially working with start ups. Clients include Shockwave Medical, EpiCentRx, W2O Group, G3 Medical Marketing, BrainTest Inc., and BioScribe.

Vice President | Edelman, Atlanta, GA

4/2015 - 8/2016

Interfaced with client leadership to identify vision, set priorities, and balance competing PR needs while ensuring campaigns remained focused and effective. Tasked with managing department of 6 PR specialists, overseeing community, media relations, and strategic planning as well as providing media training to spokespeople. Created and executed crisis communications strategies and provided counseling to successfully mitigate negative media coverage.

Selected Accomplishments:

- **Significantly reshaped and [improved image of clients](#)** in wake of damaging media coverage resulting in winning PRSA 2016 Florida Radiance Award for Crisis Communications.
- **Created [public awareness to increase awareness, improved website traffic and sales by 30% on high-profile client's account](#)** by developing and implementing strong campaigns.
- **Achieved one of the highest client satisfaction scoring** (9.9 out of 10) in the agency by delivering creative counseling/programs and achieving or exceeding agreed upon metrics.

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Associate Director | Boehringer Ingelheim, Ridgefield, CT

12/2013 – 4/2015

Successfully launched global and US product and data announcements to support Company's leadership in the development and marketing of Type II diabetes medications. Interfaced with client leadership to identify vision, set priorities, and balance competing PR needs; ensured campaigns remained focused and effective. Managed resources to reduce operational costs and ensure full compliance with project budgets. Directed and staffed external agencies, freelancers and contract workers.

Selected Accomplishments:

- **Created, launched and led an [award-winning, public relations program](#)** that received the Medical, Marketing & Media and PM360 awards for one of the best multicultural campaigns of 2014.
- **Led the launch of a [global diabetes medication](#)** in the US and abroad while partners with Eli Lilly & Company.
- **Commended for expertly managing highly sensitive matters** requiring compliance with strict federal regulations – especially dealing with the FDA.

Senior Manager, Public Affairs | Purdue Pharma L.P., Stamford, CT

9/2009– 12/2013

Managed internal and external communications for product launches, community initiatives and national unbranded celebrity campaigns. Served as Company's spokesperson as well as worked with upper management on crisis communications protocol.

Selected Accomplishments:

- **Created, executed and [led an award-winning, public relations program](#)** using traditional and social media that won the 2012 Big Apple award and 2011-2012 Mercury Excellence award.
- **Relaunched and managed the [Company's website content and marketing strategies](#)** that included SEO, analytics, digital marketing, banner advertisements and marketing automation. Oversaw digital agency and increased traffic to the website.
- **Streamlined department budget to achieve 23% boost in productivity** while reducing fees resulting in overall savings to company.

Previous Experience:

Senior Account Supervisor | Manning Selvage & Lee, New York, NY - 8/2005-9/2009

Vice President of Community Relations | United Way, Poughkeepsie, NY- 1/2003-12/2005

Media & Investor Relations Supervisor | Noonan/Russo, New York, NY- 9/1999-12/2002

Public Relations Manager | The New York Academy of Sciences, New York, NY - 9/1997-8/1999

Public Relations Specialist | Englewood Hospital & Medical Ctr., Englewood, NJ - 8/1995-9/1997

Production Research Librarian | *The Oprah Winfrey Show*, Chicago, IL -7/1990-8/1995

EDUCATION AND CREDENTIALS

Masters of Arts in Public & Corporate Communications, summa cum laude
SETON HALL UNIVERSITY, South Orange, NJ

Bachelor of Arts in Public Relations & Journalism
UNIVERSITY OF GEORGIA, Athens, GA

COMMUNITY LEADERSHIP

Board President, Women Mentoring Network
Board Treasurer, Public Relations Society of America
Volunteer, Habitat for Humanity of America