

Johann Warnholtz

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Phoenix, AZ

480 529 3611

EDUCATION

Arizona State University

Bachelors in Exercise & Wellness Phoenix, AZ May 2016

Scottsdale Community College

Associates in Arts Scottsdale, AZ May 2012

CERTIFICATIONS

Lean Six Sigma - Yellow Belt

July 2021

Arizona State University

Social Media Certified

August 2021

HubSpot Academy

Digital Marketing, Comms, & PR Professional

Digital strategist and relationship builder skilled at understanding stakeholders' needs, and developing & deploying insightful media strategy & content to drive long term success. Able to nimbly develop responsive creative/content, earn community trust & buy-in, and align day to day strategy with long term goals.

PROFESSIONAL EXPERIENCE

Musical Instrument Museum

Phoenix, AZ

2/2020 – present

Media and Community Relations Specialist

Maintaining positive relationships with media and community contacts and deploying media and public relations strategies.

- Averaged between 30 and 40 media mentions per quarter
- Placed stories in local publications such as PHOENIX Magazine and Arizona Republic
- Placed stories in national publications such as the New York Times, the Wall Street Journal, and the Washington Post

Unleashed Media

Phoenix, AZ

6/2017 – present

Social Media Manager

Crafting and deploying social media marketing strategies and creating original and engaging content.

- Experience working with food and beverage brands, athletic brands, and retail businesses
- Doubling or sometimes tripling engagement and awareness KPIs through original copywriting and content creation
- Tracking and reporting on analytics across multiple social media channels

Racelab

Scottsdale, AZ

6/2004 – 2/2020

Marketing and Community Management

Managing Racelab's marketing strategies and managing an online community of current members

- Tripled community engagement through management of Facebook groups.
- Doubled social media followings through organic and paid ad strategies

Adventure Dash Fun Run

Phoenix, AZ

10/2018 – 01/2020

Arizona Developer

Managing fundraisers at elementary schools throughout the state of Arizona

- Organized and executed fundraisers at elementary schools throughout Arizona and surrounding states.
- Created digital content in the form of photography and videography, for use in digital marketing and physical marketing materials.
- Managed social media accounts on Facebook and Instagram.
- Led a team of employees to provide an efficient and effective service to our clients.

INTERESTS

- **Run Wander Wonder** - Endurance sports and travel blog that includes a YouTube Channel, Facebook Page, and Instagram account. Highlighted personal endurance sports endeavors and travel experiences. Showcased personal expertise about running, triathlon, camping, and traveling. Provided motivation and encouragement to a small but enthusiastic audience. Published videos on YouTube and Facebook, with some reaching over 10,000 views.
- Endurance Sports - trained for and completed two Ironman triathlons, three 50 mile trail run races, multiple 50 kilometer trail run races and half Ironman triathlons, and a personal challenge of running 30 miles per day for 7 consecutive days, among others.
- Other hobbies: writing, photography, hiking, camping, traveling, woodworking, cooking and baking, and music (guitar and piano)