



Jeffrey Johnston

Project Manager - Digital Content Director
Force Protection Manager - Photographer

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Address: 2-1014 Kanare Meito,
Nagoya, Aichi,
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Education:

Rio Salado Community College

2003-2005

Computer Technology

Employment:

Content Strategist & Digital Marketing

2015 March - 2016 April

Bigfoot Ventures, LLC

Responsible for web site development & deployment of over 30 websites using WordPress CMS, HTML, CSS, CSS3 focusing digital marketing projects. Edit content, define and implement brand voice, manage content and analyze user engagement by studying data on how the target audience engage with the content and shifting SEO/SEM strategies frequently to come up with ways to improve that engagement.

Use quantitative data gathered with web traffic measurement tools, traffic extracts, click streams and drill-downs to develop an understanding of customer behavior, demographics and lifecycle.

English Conversation Instructor

2006 October - 2015 March & 2012 April - 2015 March

NORIBIG Inc. & NOVA Co.

I was responsible for helping students understand conversational English, to speak it and be able to write and read it. Duties ranged from the preparation of classroom and coursework materials, homework assignments, and handouts. I had to evaluate students' class work and assignments and record and maintain accurate student attendance records and progress while advising students on career challenges with using English.

Along with class management and creating a vibrant teaching atmosphere, I would arrange several extra curricular activities and set real-life scenarios and targets for students to prepare them for study/work or travel abroad.

Freelance Photographer

2006 September - Present

Shogunmaster Photography

Freelance photographer specializing in shooting and editing various motorsports and fashion events for client websites and special events, athletic photography, model portfolios, business head shots and personal clients.

Technically proficient in camera equipment, film, lenses, filters, and lighting and leveraged extensive knowledge of photography in operating cameras for promotional photo shoots, candid event shots, and documentaries/independent film projects.

Oversaw all aspects of post-production, from editing digital content and using software to manipulate final picture to resizing/cropping, retouching images and color correcting to more closely match item to screen. Managed content and digital image database and uploaded images to existing websites.

About Me:

Name Jeffrey B. Johnston

D.O.B. 11 July 1972

Nationality U.S.A.

Location 2-1014 Kanare Meito,
Nagoya, Aichi,
〒465-0005

Visa Status Spouse of Japanese

Japanese Daily Conversation

Experience 12+ years

Availability Full Time or Part Time

Relocate Willing to relocate

My Objective:

I am looking to obtain a position in a people-oriented organization that will benefit from my photography and experience in challenging environments to achieve the company's business goals.

My key strengths are in my unique problem solving methods and I work well in teams. I am passionate about creative ideas, technologies and the digital industry along with its trends, so I am more than able to work in an on-line environment of constant change, challenge and multiple targets. With my background in strategic planning, development, execution and implementation, I have extensive experience in image editing, lighting techniques, client satisfaction and working with a diverse team of co-workers.

Professional Skills

Web Design (HTML5/CSS)

Wordpress CMS (4.8.2)

FTP/SFTP Management

Graphic Design/Layout

Adobe Creative Suite (CS6/CC2017)

*Lightroom, Photoshop, InDesign, Illustrator,
Dreamweaver, Premiere Pro & After Effects*

Windows OS (XP/Vista/7/8/10)

Mac OS-X (Sierra)

MS Office Suite (2013)

Word, Excel, PowerPoint Access & Outlook

Web Analytics/Search Engine Optimization
Google Analytics/AdWords

Employment Continued See Page 2

Force Protection/Physical Security/Operations

1994 September - 2006 October

US Armed Forces (Army)

Distinguished 12 year management career promoted 4 times into positions of increasing responsibility within the U.S. Armed Forces, leading the planning, staffing, budgeting, technology, and operations of organizations throughout the U.S. and abroad with a reputation for meeting the most challenging organizational goals and objectives while maintaining budget limitations.

- Operations Management
- Program Development
- Inventory Management
- Training Development
- Personnel Administration
- Manpower Deployment
- Budget Administration
- Liaison Activities

Management & Administration:

Responsible for managing personnel, fiscal and material resources required to conduct successful operations in the United States and globally.

Wrote an operations manual that established job specifications and standards used by mid level managers to complete yearly employee performance evaluations.

Managed the daily operations of Training & Plans office responsible for providing all phases of personnel service support to 1,200 employees located throughout the US and globally.

Annually completed the review and approval of operational plans affecting the responsiveness of personnel to local and national emergencies.

Provided consultative services to dozens of agencies in the development and implementation of organizational plans and procedures in accordance with government guidelines and liaison with other department staffers.

Perform additional duties as an employment recruiter, which included sourcing and initial screening for suitable candidates, conducting telephone interviews and background reference checks.

Operations Management:

As a consultant to a 1,200 employee complex organization managed and automated the Training & Schools Department, responsible for budgets, materials, and resources.

Responsible for the preparation of the training schedule for basic, refresher, and specialized training; provided training as directed; coordinating with the respective sections to determine training requirements; developing and maintaining contact with personnel or staff of qualified instructors for teaching classes; coordinating the educational programs of the department and its application to the accomplishment of organizational long and short term goals.

Assess current operations and submitted recommendations for implementation. Upgraded training curriculum and methods, cross-trained personnel in job duties resulting in lower supervision requirements and a significant cost savings in overtime.

Planned and managed individual training program for a 1,200 person multi-function organization. Developed and implemented remedial training program utilizing self-help learning centers and improved programmed training material. Program resulted in a 45% improvement in employee performance.

Personnel Management:

Developed and implemented an equal opportunity action plan for organization experiencing sexual harassment within. Reduced sexual harassment incidents by 50% and grievances by 25%.

Analyzed violations of organizational code of conduct and administered disciplinary actions in accordance with published corporate guidelines.

Conceived, planned and directed professional development program for 150 employee organization. Program increased personnel retention by 25%.

Planned and conducted monthly Equal Opportunity Seminars for groups of employees working in a highly charged fast-paced environment. Seminar format was adopted as a model for use by other corporate agencies to identify and reduce potential discrimination incidents.

Military Duty Assignments:

2006 October

Received an Honorable Discharge

US Forces Korea Customs NCO

2003 November-2006 October

USFK Customs Division
(8th Military Police Brigade)

Operations/Training NCO

2001 July-2003 November

10th Infantry Division, NY
(10th Military Police Battalion)

-> Operation Enduring Freedom

April 2003 - October 2003
CJTF-180, Afghanistan

US Forces Korea Corrections Specialist

1999 July-2001 July

USFK, 8th US Army Confinement Facility
(249th Military Police Detachment)

Game Warden/Natural Resources Patrol

1997 April-1999 July

TRADOC Law Enforcement Activity, SC
(Fort Jackson Military Police Company)

Military Police Team Leader

1995 November-1997 April

Forces Command, TX
(978th Military Police Company)

-> Operation New Horizons

April 1996 - October 1996
JTF-Bravo, Panama

Military Police Team Leader

1994 November-1995 November

US Forces Korea, 8th US Army
(55th Military Police Company)

1994 September-1994 November

Enlisted into Active Duty, US Army
(Fort Leonardwood, MO)

Awards & Decorations:

- Meritorious Unit Commendation
- Army Superior Unit Award
- Global War on Terrorism Expeditionary Medal
- Global War on Terrorism Service Medal
- Joint Service Commendation Medal
- Army Commendation Medal (3)
- Army Achievement Medal (2)
- Humanitarian Service Medal
- Korean Defense Service Medal
- Army Good Conduct Medal (4)

-> () = multiple awards

Personal Skills

- Socializing
- Creativity
- Organization
- Communication
- Team Player