

LAIRS JOHNSTON

• marketing and creative director •

ABOUT ME

I'm a results-driven marketer who leads teams to convert diverse audiences through highly customized content. I have extensive experience designing and executing creative campaigns for a variety of demographics and products including: nonprofit subscriptions, B2B software, and a mom blog. I am passionate about discovering an audience's "why" and crafting targeted campaigns that maximize conversions.

PHILOSOPHIES

- Focus on the individual strengths of team members.
- Create paths forward for employees, empowering them to grow and increase the capacity of the team.
- Encourage direct reports to take risks in a safe environment.
- Create clarity and consistency in what a "win" looks like for the team and the company.

EXPERIENCE

COMPASSION INTERNATIONAL / 2021-2019

Digital Marketing Manager III

- Collaborated on campaigns that delivered almost \$17M in revenue (exceeding the FY goal by over \$5M) while staying under budget.
- Built out Facebook campaigns that achieved \$121 CPA per monthly subscription. Previous average CPA was \$450, making this the lowest CPA in company history.
- Tripled sponsorships and increased donations by 27% as a result of leading a young team to redesign homepage.
- Collaborated with multiple agencies and managed a \$400K annual ad budget.

CHURCH COMMUNITY BUILDER / 2019-2017

Marketing Director

- Inherited a UX/UI and design team of 7 FTE, overhauled project management process and led rebrand of the entire \$20M organization.
- Led campaign that included a national commercial that played in over 200K movie theaters nationwide to a targeted audience at zero cost.
- Managed quarterly KPIs guided by daily stand-ups and business goals. Led and developed KPIs to advance team career dreams in synchronization with company goals.
- Grew the MQL list by over 50,000 leads while reducing the CPL by \$38 in the first 6 months of leading the marketing team.

SAVE THE STORKS / 2017-2016

Chief Marketing Officer

- Led a team of 5 FTE and 4 contractors that developed marketing campaigns (live and digital) that grew revenue from \$3M to over \$8M in donations in one year from low-, mid-, and high-level donors.
- Organized the team's goals, driving production from 140K page views a quarter to 1.9M and tripled direct mail revenue through segmentation.
- Initiated brainstorm meetings for low-hanging fruit that led to an extra 500K video views without adding extra workload.

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EXPERIENCE CONTINUED

OUTREACH MEDIA GROUP / 2016-2014

Senior Consumer Sites Manager

- Led a team of 4 FTE that managed multiple content marketing websites, totaling over 40M page views per month.
- Commanded CPL campaigns, including one that used organic traffic to grow email list by over 50K in one month.
- Personally wrote content for blogs For Every Mom, To Save a Life, Faithit and Church Leaders that totaled over 100M page views in two years.
- Created social content to grow To Save a Life's Facebook page; one post received over 1.8M shares and added over 700K likes to the Facebook page.
- Managed a team that made over 30 posts per day on social media and oversaw growth of both organic and paid lead acquisition.

IRON FIFTY6 MEDIA / 2014-2010

Founder/CEO

- Managed and developed media marketing for 10+ artists and organizations to grow their social following to over millions of fans each and traffic generation of up to 30M page views per month.
- Created over 50 videos that each received over 1M organic views in the first week of being public.
- Took an artist from 50 YouTube views to over 500M, leading to them ultimately signing a \$500K record deal with Interscope Records.
- Managed CPL and organic lead gen campaigns, 4 of which grew email lists by over 50K leads organically.
- Grew revenue for one artist from zero to over \$140K per month based on tours, sponsorships, record sales, and ad revenue.
- Launched a branding campaign for an insurance company that received over 150M views on one channel organically and was featured on ABC, NBC, GMA, Steve Harvey Show, and many others.
- Managed, produced, and collaborated with 7 of the top 10 music accounts on YouTube.
- Wrote, produced, and managed the release of an artist's first original song, which garnered over 35M views and sold over 60K copies in the first week while having a total budget of \$10K for video production and distribution.

SKILLS / SOFTWARE

UX/UI development and design - Google Analytics - Adobe Suite - Wordpress - Hubspot - Optimizely - Salesforce - Figma - Facebook Advertising - Social Media - Google Adwords - MailChimp - SEO - Lead Gen - CPA campaigns - Quantum Metric - Tableau - Marketo - Infusionsoft - Trello - Asana - Google Suite - Logic Pro