




# Keith A. Johnson

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## Experience

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### **Project Manager | SapientRazorfish | New York, NY | Jan. 2015 - Present**

Mercedes-Benz USA - Lead for mbusa.com, managing multinational scrum team and coordinating across a multi-team program. Partner with strategy lead to roll out online vehicle sales platform, coordinating with MBUSA, Mercedes-Benz Financial Services, and the national dealer network. Responsibilities include client engagement, Scrum Master/Product Owner, staffing, SOWs, and facilitation of cross-disciplinary, cross-business-unit initiatives. Responsibilities often extend to a Producer role, seeing client productions through from concept to final execution.

- **Past:** CRUX-track project manager lead for *Mercedes me*. Original concepts, UX and creative for *Mercedes me* platforms website and *Mercedes me* mobile app, leading team to adapt global brand for US market.

### **Creative Director, Webmaster | Taphouse 23 | Bridgeport, PA | Oct. 2014 - Present**

Develop and maintain restaurant brand through the design and animation of print, web, and digital signage material. Development of automation systems, including database integrations across multiple platforms and seamless alignment of creative and technical concepts to deliver a customer-first experience.

### **Project Manager, Webmaster | Tube Methods, Inc. | Bridgeport, PA | May 2012 - Present**

Designed, implemented, and maintain website. Promotional video content production for internal/external use; development of customer buyer's guide, market research and implementation of marketing plans.

### **Producer, Assistant Director, Editor | Immortal Cinema International | Hollywood, CA | Sep. 2014 - Dec. 2014**

Assistant directed field shoots. Attended networking events as company representative. Edited video/audio materials, delivered projects to clients. Discussed methods of execution with co-founders. Developed projects, covered scripts.

### **Producer's Assistant, Development Intern | Misher Films | Santa Monica, CA | Sep. 2014 - Oct. 2014**

Managed producer schedules, processed/logged incoming materials, book/script coverage. Participated in project meetings, discussed opinions, and developed scripts. Project concept development and research.

### **In Terror Gate | Writer/Director/Producer | Short Film | Ithaca, NY | Shot April 2014**

Wrote, directed, and edited full film. Secured prop weapon permits through local police. Managed team of producers for pre-production. Organized crew of 30+ individuals.

### **Fixation | Writer/Director/Producer | Short Film | New York, NY | Shot August 2013**

Wrote, directed, and edited full film. Secured investors and NYC shooting permits. Led casting and organized shooting/location schedules.

### **Graphics Animator | Atlas Media Corporation | New York, NY | Oct. 2013 - Nov. 2013 (independent contractor)**

Processed and animated special effects on stills for use on Investigation Discovery show, "Bad Teachers." Photographed stills on-set, processed images in post, animated stills for "Bad Teachers," researched, production assistant.

*The Director's Chair* - edited packages for airing on two seasons, talent for one season. Animated show graphics.

## Skills & Expertise

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### **Primary Skills**

- Project & Program Management
- Product & Business Strategy
- Client Relations, Account Planning
- HTML, CSS, PHP, JavaScript, jQuery, SQL
- Directing, Producing, Non-Linear Video Editing
- Audio Editing, Mixing, Animation & Composition

### **Software**

- AEM 6+
- Adobe CC
- Pro Tools
- Final Cut Pro
- Microsoft Project

### **Certifications**

Certified Scrum Product Owner  
*Scrum Alliance*  
**No. 000561685**  
*Awarded Aug. 2016*

## Education

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### **B.S. | Ithaca College - Roy H. Park School of Communications, Class of 2014**

Major: Television-Radio | Concentration: Audio Production | Minor: Legal Studies

GPA: 3.93, *Summa cum laude*, Park Scholar Award, Lambda Pi Eta, Oracle Honor Society, Deans List