

Jo Ann  
**JOHNSTON**  
 MLS & Communications  
 Director



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 ✉ joann@yourcupofjo.com

**EXPERIENCE**

**16 years**   
 Technology,  
 Marketing & Communications  
 +

**OWNER/OPERATOR OF  
 2 VIRTUAL HELPERS**

**PROJECTS • SKILLS**

Print Design	██████████
Web Design	██████████
Social Media	██████████
Instruction	██████████
Office Tech.	██████████
MS Office	██████████
Planning	██████████
Implementation	██████████
Budgeting	██████████

**WHAT I USE MOST**

**PHOTOSHOP**

**Word Press**

**DRACKSPACE  
 DREAMWEAVER**

**Mail Chimp**

**ADDITIONAL TECH SKILLS:**

**MS Office, Facebook,  
 Twitter, Pinterest, Prezi**

**PERSONAL STATEMENT**

"I am a highly competent professional with exceptional attention to detail who can be trusted to tackle even the most challenging of projects with success. I excel in engaging targeted audiences through creative marketing strategies. I believe talk is cheap and routine is not always healthy when creativity and innovation are needed. I am a problem solver at heart, an unabashed techie and a stellar team player. An unconventional upbringing and education has taught me the abilities to learn and adapt, to be resilient and to connect with others."

**EMPLOYMENT HISTORY**

*References & Employee Reviews Available Upon Request*

**2007 - PRESENT COMMUNICATIONS & MLS DIRECTOR**

The Durango Area Association of REALTORS®  
 2014 Director - Colorado Real Estate Network  
 2013 Distinguished Service Award Recipient

- Quality control, administration, support & training of MLS software
- Create, maintain & distribute organization website & newsletter
- Liaison between the organization & media
- Compile & analyze data to develop communication strategies & marketing programs
- Purchase, maintain & upgrade all office computers (hardware & software), voice & data contracts & equipment
- Travel to national & state association functions in order to develop class outlines & educate members on current technology trends & industry specific changes while representing my board members

**2003 - 2006 CUSTOMER SERVICE SUPERVISOR ~ 3RD YEAR**

**ADVERTISING ASSISTANT ~ 2ND YEAR**

**CLASSIFIED SALES REPRESENTATIVE ~ 1ST YEAR**

The Hilton Head Island Packet & The Beaufort Gazette -  
 The McClatchy Company  
*THREE promotions in THREE years!*

- Effectively managed the flow of call traffic through the call center
- Coordinate system design issues & improvements with I.T. dept.
- Collaborated closely with customers to develop creative, effective advertising to enhance their business

**2002 - 2003 ASSISTANT PROJECT MANAGER**

ADB Utility Contractors

- Turnkey project management from construction to certification. QC of all contractors and in-house progress via redlines, billing & supervisor reporting

*Interested? Want to know more about me and my work history? Go to:*

**PORTFOLIO WWW.YOURCUPOFJO.COM**

