



JO ANN JOHNSTON

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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 believe talk is cheap and routine is not always healthy when creativity and innovation are needed. Through my dedication to helping our members they have grown to value me as an employee of the association and I have grown to value the ability to help make someones day easier. I am a problem solver at heart, an unabashed techy 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. ”

Skill Set

NAR Core Standards • Project Management • Budget Planning & Implementation • Training and Development • Customer Relations
Public Relations • Strategic Planning & Implementation • Event Planning • Data Compilation & Analysis • Website Design and Maintenance
MS Office Applications • Advertising • Marketing • Social Media • Office Management

Durango Area Association of REALTORS®

Durango, Colorado

Communications & MLS Director 2007 – Current

ALSO Director of The Colorado Real Estate Network – 2014 - Current

- Travel to national and state association functions in order to develop class outlines and educate members and leadership on current technology and industry trends. Represent my association members and their needs, networking, collaboration and vendor relations/contract negotiations also amongst my primary duties while traveling
- Quality control, administration, support and training of MLS software, 3rd party integration, lockbox systems etc.
- Reports to the Board of Directors any updates or changes our association will need to prepare for in order to meet NAR Core Standards, rule and regulation changes as well as present opportunities and strategies to keep our board not only current but pro-active
- Develop, execute and oversee policy, data, software and regulation changes directly related to my position
- Co-Coordinate and assist in all events and activities for the association to include strategic planning, golf tournaments, education and training. Since I became the Golf Tournament Director, my association went from raising an average of \$8,500 in 2007 to the most ever in 2015 at \$25,000
- Liaison between the organization and media as well as the MLS and association members
- Collaborate between software vendors, board of directors and association members to ensure a smooth roll-out or transition of products
- Create, maintain and distribute organization website and newsletter. Digitizing and updating both upon my arrival saw readership go from less than 1% of our membership to consistently over 38% and website views also less than 1% to over 6,000 page views per month
- Create and maintain social media programs utilizing the most commonly used outlets such as Facebook, Twitter, LinkedIn, MailChimp etc.
- Area housing statistical compilation, analysis and publication for La Plata and San Juan County Colorado
- Design of all advertising to be published using Adobe InDesign, Adobe Photoshop, Adobe Publisher
- Compile and analyze data to develop communication strategies and marketing programs
- Purchase, maintain and upgrade all office computers (hardware and software), voice and data contracts and equipment
- Staff Liaison for the Community Service Committee. Also sits on the Legislative and Building/Audit/Finance Committees

The Island Packet/Beaufort Gazette – McClatchy Company

Hilton Head, South Carolina

2003 -2006

Customer Service Supervisor 3rd Yr.

Advertising Assistant 2nd Yr.

Classified Sales Rep. 1st Yr.

As a Customer Service Supervisor:

- Supervised a staff of 5 representatives to include evaluation, scheduling, training, development, company policies and procedural changes
- Collaborated with upper management to effectively meet department goals and smoothly implement necessary changes
- Managed the flow of call traffic through the call center
- Coordinated system or design issues and improvements with the I.T. department
- Published daily call reports and use that data to improve customer ratings

- Published daily ad reports and use that data to determine monthly budget goals
- Final escalation and resolution of the most difficult customer issues
- Collaborated closely with customers to develop creative, effective advertising to enhance their business
- Monitored and assist in prompt support of all walk-in customer requirements
- Extensive knowledge of DCT system and training as part of the CORE team
- Extensive use of my training in our Circulation system and Circulation departmental knowledge as well as Classified Ad Sales and ROP (Run of Press or Display) Ad Sales, deadlines for sections and stories (published and upcoming) to keep my department informed, as well as our customers and upper management

As an Advertising Assistant:

- Worked closely with ad designers as a liaison between the clients and Outside Sales Account Managers to improve wording, photo placements and/or the overall look and effectiveness of published ads
- Utilized Adobe InDesign in order to correct spelling errors, wrong photo placements, etc.
- Guaranteed customer satisfaction and approval of the finished product.
- Ensured all ads made deadline and specifications for clients were met.

As a Classified Ad Rep:

- Created and design ads in a deadline driven environment.
- Worked closely with our accounting department as a liaison between accounts receivable and late paying customers
- Worked closely with paginators and design department to ensure clean, clear and easily read sections on a daily basis.
- Ending Typing Skills 60WPM with 99.8% accuracy rating.
- Classified ad proofing.
- Always met set quotas for advertising department, advancing sales by cultivating and maintaining customer relationships, educating prospective clients on mutually beneficial opportunities and outlining value and dependability

ADB Utility Contractors

Kansas City, Missouri

2002 -2003

Assistant Project Manager - CONTRACTOR

- Turnkey project from construction to certification. Quality control of all contractors and in-house progress via mapping redlines, billing, and supervisor reporting.
- Supervised contractors performing underground and aerial plant in an overbuild environment
- Performed quality control of fiber certification
- Tracking and reporting of all production to both the customer and company executives
- Tracking and reporting of all financial losses and gains to company executives
- Billing and Payroll to both in-house employees and contractors using Quickbooks

CEI Networks

State College, Pennsylvania

2000 -2002

Assistant to VP of Operations - CONTRACTOR

- Quality Control and review of all cable system testing, sweep and certification
- Proof-of-Performance QC
- Vehicle Management
- Warehouse management and inventory control. Responsible for tracking over 2.3 million dollars of equipment. Researched and implemented scanning systems
- Headend in the sky (HITS) set-up and programming
- Modem and DCT provisioning
- Extensive use of the Cable Works program, MS Office Applications, Stealthware, and Waveview.

Advanced Broadband System Services – Scientific Atlanta

Jacksonville, Florida

1998 – 2000

Office Manager – CONTRACTOR

- Quality Control and review of all cable system testing, sweep and certification
- Proof-of-Performance QC
- Contractor and In-house production management
- Billing, payroll, mapping redlines, production tracking and reporting.
- Created Sweep and Certification Books for the customer. QC all contractors sweep and certification books.
- Supervised warehouse management and two office employees.

INDUSTRY RELATED EDUCATION & CERTIFICATION

ePro Certification, Real Estate Professional Assistant Certification,
Currently studying for RCE Exam (REALTOR® Certified Executive) Records available upon request
Online completion in the following courses: MS Office 2007, CS5 Adobe Photoshop, CS5 Adobe InDesign
Paragon Trainer Certification (MLS Software)

AFFILIATIONS

ToastMasters, National Association of REALTORS, Colorado Association of REALTORS,
The Durango Chamber of Commerce, Young Professionals Network, National Adult Education Honor Society

VOLUNTEERING

Community Service Committee – Annual Golf Tournament Event Director
Durango Manna Soup Kitchen

RECENT AWARDS

2013 Distinguished Service Award – The Durango Area Assn. of REALTORS
2015 Distinguished Service Award – The Durango Area Assn. of REALTORS

This AWARD honors continued service to the Association for outstanding community or board activities at the discretion of the outgoing President

MORE

Owner/Operator of 2 *Virtual Helpers*

Current Committee Liaison: Community Service, Building/Audit/Finance, YPN (Young Professional Network) and Legislative

INTERESTS

Lover of horseback riding, hunter of mushrooms and wild edibles, diver of the deep, classical piano player, runner because I want to eat everything!

References and employee reviews available upon request.