

CONNOR JOHNSON

RESUME

210 Cardinal Court | Hartsville, SC | cbjohnson603@gmail.com | 843-309-6513

I am a marketing professional with quality education and exceptional experience in digital strategy, communications, content creation, event coordination, and community outreach. My skills include in social media, design, email marketing, and communications, and more across public and private platforms.

SKILLS

Social Media Management	Messaging Apps (Messenger)	Hootsuite
Adobe, Canva, and Final Cut Pro	Online Communications	Social Media Analytics

EDUCATION

Double Major | Bachelors of Marketing Strategy and Digital Marketing **2019 - 2023**
Francis Marion University | Florence, South Carolina

PROFESSIONAL EXPERIENCE

Sales Agent | Brandon Price Insurance Agency **2025 - Present**

- Support our agency marketing strategy by creating digital ads, branded materials, and managing client outreach. I also manage our online customer inquiries and assist in getting them connected with an agent.
- Interact with customers and vendors in person and/or online, delivering excellent service and upholding the agency's professional image.
- Ability to effectively present a proposal to potential clients and convert them to customers

Social Media and Communications Manager | SC Baptist Organization **2022 - 2025**

- Managed all social media sites, websites, and apps, and communications from the organization.
- Oversaw content creation and scheduled weekly posts across multiple platforms to engage members and the broader community.
- Created and designed posts, signage, videos, and more.
- Met with community members and participated with the local chamber for outreach and promotion.
- Managed media coverage of events, took promotional photos/videos, and created print and digital advertisements.
- Collaborated with local vendors and internal teams to coordinate major events and outreach initiatives.
- Maintained records, tracked media budgets, and ensured timely communication of announcements and campaigns.
- Interacted and responded to individuals inquiries through messaging.

Sales Agent | Allstate Insurance: The Robinette Agency **2019 - 2022**

- Assisted in building brand awareness for a new insurance agency.
- Built social media platforms and generated leads.
- Sold and serviced insurance policies, specializing in Property and Casualty products, ensuring clients received personalized coverage solutions.

ADDITIONAL INFORMATION

- Licensed Property and Casualty License
- Google Analytics Training Certificate
- Leadership Hartsville Class of 2025

REFERENCES

- Lin Kirkman: 843-307-1464
- Eric Groves: 843-307-0569