

# KRISTIN JOHNSON-WAGGONER

608-438-6932 | k.johnson.waggoner@gmail.com

## WORK EXPERIENCE

### Public Affairs Program Director

Mid-America Regional Council in Kansas City, Mo.

March 2020 to present

- Works with all departments and programs to advance communications strategies, messages, tactics and projects to support MARC goals.
- Provides guidance to MARC programs in designing communications plans and strategies to convey appropriate information to various audiences, including local government elected officials, professional staff, business leaders, educators and other stakeholders.
- Communicates with media to share MARC issues and programs.
- Convenes the region's public information government staff to coordinate and plan for emergency responses.
- In partnership with the Local Government Services Department, plans and executes MARC's largest event of the year, the Regional Assembly and Leadership Awards.
- Oversees eight Public Affairs team members.
- Manages and prepares an annual Public Affairs budget.

### Director of Marketing, Communications and Public Relations

Indiana Youth Institute in Indianapolis, Ind.

May 2019 to Jan. 2020

- Promoted awareness of and engagement with the Indiana Youth Institute through cohesive internal and external communications.
- Built strong online communities through the IYI website, social channels and e-newsletters.
- Utilized Google Analytics and social media performance data to inform strategies.
- Planned, wrote, edited and implemented effective print and digital content deliverables.
- Drove press release development and distribution; served as primary media contact.
- Championed and monitored brand voice among staff and partners.
- Supervised one marketing manager.

### Communications Manager

Washington State Department of Ecology in Lacey, Wash.

May 2016 to Jan. 2019

- Served as the strategic communications and information manager for the Water Resources Program within the Department of Ecology.
- Developed and managed communication plans, policies, messages, goals and objectives.
- Managed the program's website and contributed to the agency's social media channels.
- Served as spokesperson to the news media and the public.
- Supervised three communications specialists.

### Communications Manager

Community Center for Education Results in Seattle, Wash.

May 2012 to May 2016

- Developed and implemented aligned, integrated communication strategies.
- Oversaw region-wide issue and policy campaigns aimed at diverse audiences.
- Built and strengthened relationships with the region's media outlets; served as spokesperson.
- Wrote and edited e-newsletters, reports, news releases, fact sheets and other communications.
- Managed the organization's website and social media channels.
- Supervised one communications coordinator.

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## Web Editor

KPTV in Beaverton, Ore.

Aug. 2009 to April 2012

- Effectively disseminated news via website, video, texts, apps, and social media channels.
- Increased website and social media engagement using analytic data.
- Exercised sound judgement in high-pressure situations.

## Design Editor

The Seattle Post-Intelligencer in Seattle, Wash.

July 2007 to May 2009

- Created visual presentations to support and enhance newspaper reporting.
- Conceptualized, organized and produced special projects.
- Selected regularly to design the newspaper's front page.

## Copy Editor and Page Designer

The Janesville Gazette in Janesville, Wis.

Sept. 2004 to June 2005

- Developed successful page designs for news and lifestyle sections.
- Worked closely with reporters and editorial staff to craft accurate, effective headlines.
- Supported the newspaper's redesign process and relaunch.

## EDUCATION

Michigan State University

Master of Arts in environmental journalism

University of Wisconsin – Madison

Bachelors of Science in wildlife ecology

## SKILLS

### Programs

- Microsoft Office 365
- Adobe Creative Cloud
- WordPress, Drupal and Kentico content management systems
- GrowthZone, Constant Contact and ClickDimensions e-newsletter marketing solutions
- Basecamp and Trello project management tools
- Google products

### Writing and editing

- Associated Press style
- Writing for the web training
- "Plain talk" training