

# Misty Wick Johnston

Business Strategy - Marketing Communications - Nonprofit Leadership

9802 Taos Drive Apt. 1301  
Fishers, IN 46037  
(317) 431-3973  
misty.wick@gmail.com

## EXPERIENCE

### Owner, Creative Solutions Consulting Indianapolis, IN 2016 - Present

Provide business strategies and solutions for small to midsize businesses and nonprofits while helping them to maximize their potential and profit.

- Oversee client accounts and provide input, strategy, objectives, tactics, planning, budget, and overall direction.
- Act as a traffic controller of all client projects and deliverables while ensuring deadlines and goals are met while profits increase.
- Create communications and business strategies that are specific to clients' industry through research and development, SWOT and competitor analysis, and data.
- Walk alongside business owners to coach them on personal development, branding, goal setting, and strategic planning while they grow their business.
- Guide the creation or refresh of a company's brand, imaging, and messaging.
- Manage website design and content for clients.
- Execute marketing strategies via social media, email marketing, and blogs.
- Write, edit, and design materials for print publications.
- Build and present online workshops and in person seminars to foster growth for business owners.

### Director of Development, Multiple Locations Music for All - Bethesda Lutheran Communities - Families First - The Julian Center Indianapolis, IN December 2010 - April 2016

Developed sustainable models for organizational capacity and future growth through fundraising initiatives.

- Identified, developed, and implemented fundraising strategies with fundraising goals up to \$1.2 million annually.
- Built organizational capacity for ongoing program evolution that enabled future growth in a sustainable business model.
- Executed oversight for development of individual donor programs and corporate sponsorship and grant programs with accountability for strategic direction, budgets, and program life cycle analysis.
- Led, coached, and managed a team that included independent contractors.

## EDUCATION

### Boston University *Master's of Science - Journalism and Communications, 2007*

- Journalist at The Times (London)
- Journalist at The Daily Free Press (Boston)
- Freelance Reporter at Worcester Telegram & Gazette (Boston)
- Investigative Reporter at The Boston Phoenix (Boston)

### Hanover College *Bachelor of Arts - English, 2002*

- Independent Study-Creative Writing
- Directed Study - PR for Hanover Theatre Department
- Shakespeare in England Study Abroad Program
- Emerging Leader Scholarship
- Music Scholarship

## SKILLS

- Adobe Creative Suite
- Brand Management
- Brand Strategy
- Budgeting
- Customer Service
- Data Analysis
- Digital Marketing
- Event Planning
- Improving Efficiency

- Served as part of the leadership management team and collaborated closely with the Board of Directors to support the organization's mission, vision, core values, and programming.

## Senior Communications Specialist, Indiana University

Indianapolis, IN

January 2008– December 2010

Managed internal and external communications and marketing for a state-wide, cross-functional communications team.

- Developed and implemented partnerships with technology vendors who provided infrastructure and funding (\$175K+ over 3 years) for 8-campus annual technology events (TechFest) reaching 10,000+ students, faculty, and staff.
- Planned 50+ conferences, including event management and planning for local, regional, national, and international audiences encompassing thousands of attendees/participants.
- Created and managed a new student organization program (Student IT Ambassadors, a grassroots student marketing team) for IU Bloomington and IUPUI.
- Supervised five interns and 60+ Student IT Ambassadors, and provided meaningful learning opportunities.
- Managed communications campaigns, including publications, websites, and multimedia initiatives for student technology, impacting 30,000+ students, faculty, and staff.

## Editor in Chief, American Legion Auxiliary

Indianapolis, IN

January 2007 – January 2008

Managed brand for all publications and provided overall strategic direction and oversight for the production of the international member magazine.

- Led the *National News* magazine rebranding process.
- Increased circulation of *HomeFront* magazine to 900,000+ readers by providing strategic and design direction, procuring content, and improving layout and editing processes.
- Managed 15+ freelance writers, designers, advertising sales people, and print brokers to complete the magazine production process.

## Development Coordinator, Crohn's & Colitis Foundation

Indianapolis, IN

March 2005 – August 2005

Supported fundraising initiatives, marketing and communications, and special event planning.

- Developed and planned programs and events with a statewide focus to provide funding for research.
- Created communications strategies to market the organization to

- Leadership and Staff Development
- Problem Solving
- Project Management
- Sales & Fundraising
- Strategic Communications & Marketing
- Web Development
- Writing and Editing

## AWARDS

2010 Outstanding Woman Leader of the Year - IUPUI

2 Gold Pinnacle Awards from IFEA for Targeted Sponsorship Packages - Music for All

Silver Pinnacle Award from IFEA for Most Creative and Effective News Stunt - Music for All

SIGUCCS 2009 Award of Excellence (campaign materials and software distribution) and Best of Category (promotional video) - IUPUI

## COMMUNITY INVOLVEMENT

### Network of Women in Business

(NOWIB): President (2018-Present); Vice President & Marketing Chair (2017); Southside Event Coordinator (2016-2019)

### Hanover College Board of

Trustees: Director (2014-2015); Presidential Search Committee (2014-2015); Advancement Committee (2014-2015)

### Hanover College Alumni

Association: Board of Directors (2007-2015); Past-President (2014-2015); President (2013-2014); President-Elect

media outlets, the public, and patients.

- Designed and wrote content for brochures, invitations, print materials, and website.
- Cultivated and built relationships with key donors for both individual gifts and corporate sponsorships.
- Raised over \$100K in less than six months.

**Manager of Volunteer Services, Ronald McDonald House  
Indianapolis, IN  
March 2003- March 2005**

Managed the volunteer services department, including the development of policies and procedures, training program and materials, recruitment strategy, and community development.

- Assisted in raising \$1.3M+ (\$1M was part of a capital campaign for a new facility).
- Recruited, screened, and interviewed all volunteers and interns.
- Doubled volunteer staff from 200 to 400+ within two months.
- Conducted orientation, training, scheduling, and recognition of volunteers, and managed all aspects of performance.

(2012-2013); Career Development Committee, Vice Chair (2008), Chair (2009-2010); Alumni Achievement Selection Committee (2008-2015)

**Association of Fundraising**

**Professionals:** Member (2010-2016); AFP Fundamentals of Fundraising Course (2013)

**LifeBridge Community:**

Board of Directors (2007-2011); Fundraising Committee Chair (2007-2011); Board Secretary (2008-2009)

**Leadership Indianapolis:**

LEAD (2009); LLA Member (2009-2016); Get on Board Committee (2012-2014)

**IUPUI Committees:**

Student Employment Task Force (2010); Staff Council (2009-2010); Office of Student Involvement Search Committee (2009)