

# Misty Wick Johnston

STRATEGIC, CREATIVE, SOLUTIONS-BASED PROFESSIONAL

## CONTACT:

📞 317.431.3973

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📍 13445 Dewpoint Lane  
Fishers, IN 46037

## SKILLS:

- Writing and Editing
- Strategic Communications
- Leadership and Staff Development
- Project Management
- Data Analysis
- Improving Efficiency
- Customer Service
- Resource Management
- Budgeting
- Event Planning
- Digital Marketing
- Web development

## EDUCATION:

### MASTER OF SCIENCE - JOURNALISM

#### Boston University, 2007

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

### BACHELOR OF ARTS

#### Hanover College, 2002

- English Independent Study-Creative Writing
- PR for Hanover Theatre
- Shakespeare in England Program
- Emerging Leader Scholarship and Music Scholarship

## PROFILE:

- I work strategically and collaboratively to advance initiatives.
- I see the big picture and I can execute a detailed plan of action.
- I establish and maintain outstanding interpersonal relationships.
- My capacity to effectively mobilize resources makes every project manageable, regardless of size or complexity.
- I am creative but precise.

## EXPERIENCE:

### DIRECTOR OF DEVELOPMENT & MARKETING

Indianapolis Children's Choir | Indianapolis | 2021 - Present

Plays a pivotal role in driving the organization's growth and success to help carry out the mission. My multifaceted responsibilities encompassed overseeing both development and marketing efforts, leveraging my strategic acumen and interpersonal skills to achieve results and grow the organization. Led a small team of three development and marketing professionals.

#### • Marketing & Branding:

- Formulated and executed innovative marketing campaigns to elevate the Choir's brand visibility and reach across diverse audiences.
- Utilized digital marketing strategies, including social media, email marketing, and online (paid and organic) advertising, to effectively engage with stakeholders and attract new supporters.
- Coordinated the design and production of marketing collateral, ensuring consistent branding and messaging that aligned with the organization's mission and values.
- Leveraged market research and data analytics to inform marketing decisions and optimize campaign effectiveness.
- Collaborated with cross-functional teams, including artistic staff and program managers, to align marketing efforts with program objectives and achieve cohesive messaging.
- Developed and maintained a strong media presence, handling press releases, media inquiries, and interviews to generate positive publicity for the Choir's initiatives.

#### • Development Strategy & Fundraising:

- Crafted and executed comprehensive development strategies to secure funding for the organization's initiatives, programs, and events.
- Cultivated and maintained strong relationships with donors, sponsors, and community partners to garner support and financial contributions.
- Successfully secured grants from various foundations and government entities, expanding the Choir's access to resources and opportunities.
- Led major fundraising campaigns and donor stewardship programs, resulting in increased contributions and sustained donor engagement.
- Developed and implemented donor recognition programs, fostering a culture of gratitude and loyalty within the donor community.
- Directed and coordinated successful fundraising events ensuring seamless execution and a memorable experience for attendees.
- Annually raised more than \$600,000 for the annual operating support and raised over \$1.75 million for a capital campaign.

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## TECHNICAL SKILLS:

- Adobe Creative Suite
- Microsoft Office Suite
- Website certificate: 2009
- Content Management Systems
- Email marketing
- Social Media Marketing
- Content Marketing - Creation & Management
- Customer relationship management
- Brand Strategy & Management
- Communications Strategy
- Nonprofit Management
- Nonprofit Strategic Planning

## AWARDS:

- 2010 Outstanding Woman Leader of the Year IUPUI
- 2 Gold Pinnacles –Targeted Sponsorship Packages Music for All
- Silver Pinnacle-Most Creative/Effective News Stunt Music for All
- Silver Pinnacle-Best Single Magazine Display Ad Music for All
- SIGUCCS 2009 Award of Excellence (campaign materials and software distribution), Best of Category (promotional video) IUPUI

## COMMUNITY INVOLVEMENT:

- Network of Women In Business (NOWIB): President, 2017 - 2022; Vice President & Marketing Chair, 2017; Southside Special Interest Group Coordinator, 2016.
- 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, 2012-2013; Career Development Committee, Vice Chair—2008, Chair—2009-2010; Alumni Achievement Selection Committee, 2008 - 2015.
- Association of Fundraising Professionals: Member; 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-present; Get on Board Committee, 2012-2014.
- 2009 IT Leadership Boot Camp, Indiana University
- IUPUI Committees: Student Employment Task Force 2010; Staff Council, 2009-present; Office of Student Involvement Search Committee 2009-2010.

## EXPERIENCE:

### CHIEF CREATIVE OFFICER/OWNER

Creative Solutions Consulting | Indianapolis | 2016 - 2021

Provide strategy, creative, and solutions for small businesses and non-profits to support their marketing, communications, fundraising, and event planning efforts.

- Created communications strategies based on analysis and trends that yielded revenue.
- Managed website design and content.
- Distributed content via social media, e-blasts, and blog posts.
- Maintained accuracy of brand image and messaging.
- Wrote, edited, and designed materials for publication (print and digital).
- Developed and implemented strategies for business development.
- Planned and managed special events.

### DIRECTOR OF DEVELOPMENT

I was responsible for developing a sustainable model for organizational capacity and future growth through fundraising initiatives at:

Music For All | 2010 - 2014 | \$1.2 million annually

Bethesda Lutheran Communities | 2014 | \$200,000 in major gifts

Families First | 2015 | \$350,000 annually


The Julian Center | 2015 - 2016 | \$450,000 in four months

- Identified, developed and implemented fundraising strategy.
- Connected people and corporations while building community.
- Led, coached, and managed a team as well as contract employees.
- Served as part of the leadership management team supporting the organizational mission, vision, core values, and programming.
- Increased and diversified revenue streams to help build organizational capacity.
- Served as the staff liaison to the Board of Directors.
- Responsible for planning, developing, and implementing annual strategic communications plans, including enhancing the image and position within the marketplace and general public; facilitate internal and external communications; agency marketing/communications/PR activities, including publications, media relations, client acquisition, etc.
- Responsible for editorial direction, design, production, and distribution of agency materials and publications.

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## EXPERIENCE CONTINUED:

### SENIOR COMMUNICATIONS SPECIALIST

Indiana University | Indianapolis | 2008-2010

One of the leading public research and teaching universities in the United States. Responsible for all aspects of internal and external communications and marketing including student communications campaigns, project management, event and conference planning, and program development for the Office of the Vice President for IT and University Information Technology Services (UITS) at Indiana University including all 8 regional campuses.

- Built and fostered relationships within the IU community to achieve organizational initiatives requiring cross-functional collaboration.
- Impacted 30,000+ students and campus faculty and staff by directing and managing strategic communications effort for IUPUI technology initiatives.
- Created crisis communications strategy relating to IUPUI technology initiatives.
- 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.
- Developed and managed Student IT Ambassadors (grassroots student marketing team for technology) student organization 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 on all IU campuses.

### EDITOR IN CHIEF

American Legion Auxiliary HQ | Indianapolis | 2008

World's largest patriotic service organization with nearly 800,000 members. Responsible for publication and brand management of all print communications as well as overall strategic direction and oversight for the production of the international member magazine.

### OTHER NON-PROFIT EXPERIENCE:

- Development Coordinator - Crohn's & Colitis Foundation of America | Indianapolis | 2005
- Manager of Volunteer Services - Ronald McDonald House of Indiana | Indianapolis | 2003 - 2005