

Meagan Johnson

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Work Experience

NBCUniversal

West Coast Page Program

February 2019-June 2020 | Los Angeles, CA

- Selective 12-month rotational program for high-potential early career talent in entertainment.

Assignment 1: NBC Lifestyle Group Strategy and Commercial Growth

- Developed pitch decks and sourced props on various promotional shoots for brand integration initiatives between Bravo, E! and USA + Blueprint

Assignment 2: Fandango Public Relations

- Drafted press releases regarding Fandango ticketing news breaks and compiled press clips on a weekly basis
- Aided Fandango PR team in preparation for San Diego Comic-Con and The Toronto International Film Festival by researching key reporters, setting press meetings, compiling contact lists and coordinating itineraries

Assignment 3: Universal Pictures Film Brand Marketing

- Utilized Adobe Creative Suite and Microsoft Suite skills to develop sales decks for presentations at major summits across Latin America, Europe and Asia
- Delivered highly-sensitive marketing assets to Universal Brand Development teams for closed-door sales meetings with partners such as Lego, McDonald's, Oreo and others
- Covered for assistants on the desks of multiple senior-level brand marketing executives

Assignment 4: NBC Entertainment Diversity Programming and Talent Development

- Managed social media campaigns for NBC Talent Infusion Programs, reaching over 26K followers, throughout submission windows for Late Night Writers Workshop, Standup NBC and Writers on the Verge
- Facilitated event operations for Writers on the Verge Table Read Series, NBC Showrunner Panels and NBC-sponsored workshops for various non-profit organizations; Operation management included catering, scheduling, managing scripts, booking conference rooms and distributing administrative information to attendees
- Compiled key talent documents such as a Diverse Staff Writers Packet, Program Sample Packet and Writers on the Verge Portfolios to be distributed to senior-level development executives and NBC Programming Co-Presidents

Nickelodeon / Viacom

Talent Relations and Events Intern

June 2018-August 2018 | Los Angeles, CA

- Partnered with Vice Presidents of Celebrity Outreach and Talent Relations in production of the Kids' Choice Sports Awards, which reached 2.15 million viewers
- Coordinated with talent relations department for time-sensitive tasks, such as gift-giving, booking travel and distributing promotional social media assets to high-priority talent

Education

Florida State University | December 2018
Bachelor of Arts in English | GPA: 3.9

Skills

Desk Experience | Adobe Creative Suite | Social
Media Campaigns | Branding | Copywriting