

KAYLA JOHNSON

BRAND STRATEGIST

ABOUT ME

Brand-minded strategist with a background in content, copywriting, UX, and visual design. I help brands find clarity by starting with the audience, then shaping messaging, tone of voice, and content systems that make everything feel cohesive

CONTACT

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✉ kmj043187@gmail.com

📍 Dallas, TX

EDUCATION

Baylor University

B. A. Medical Humanities, 2019

Career Foundry

UI Design Certificate, 2022

KEY SKILLS

- Brand messaging & positioning
- Audience research & voice development
- Content & channel strategy
- Messaging frameworks & content pillars
- Multi-channel planning (web, email, social, print)
- UX-informed copy & website structure
- Visual identity collaboration

EXPERIENCE

Content Writer | Multiview

Dallas, TX | Dec 2024 – present

- Shape multi-channel messaging across web, email, social, and long-form content, keeping audience clarity at the center of every piece.
- Translate brand direction into usable voice guidelines, content pillars, and editorial frameworks during a company rebrand.

Marketing Specialist | Prestonwood Pregnancy Center

Richardson, TX | March 2024 – Dec 2024

- Built multi-channel content plans across social, email, web, and print, starting with what each audience needed to hear.
- Wrote for women seeking services, donors, churches, and community partners, shifting tone for each group

Graphic Designer | Bennett's

Cleburne, TX | Jan 2022 – Sept 2023

- Designed visual assets for weddings, community events, and small businesses, contributing from concept through final production.
- Adapted across many visual styles, tailoring design to different audiences and contexts.

Medical Assistant | Family Medical Asc.

Cleburne, TX | May 2019 – Oct 2021

- Supported patients through their visit, helping create a calm, clear experience in a high-pressure environment.