

# Robert K. Johnson

160N 1<sup>st</sup>W · Apt 49 · Rexburg, ID 83440 · (503) 706 4765 · info@robkellas.com · www.RobKellas.com

---

## Professional Experience:

04/09 – Present  
Rexburg, Idaho

### Brigham Young University - Idaho | *Adjunct Faculty – Communication Dept.*

- Created & executed a syllabus for a new 400 level class called, “New Media Strategies & Tactics”
- Instructed & graded students on topics such as Search Engine Marketing, Social Media, Mobile Devices, Analytics, Blogging & Online Brand Management
- Presented two Social Media sessions for BYU-Idaho’s annual Student Housing seminar

12/08 - Present  
Rexburg, Idaho

### RobKellas.com | *Freelance Print & Web*

- Won over \$8000 of contracts with Highstreet Advertising & several other S.M.B. clients
- Consulted several companies on SEO, Social Media & Online Brand Management
- Ranked client on 1st page of Google (rank 4) for top keyword, increasing traffic over 200%

12/08 – 04/09  
Rexburg, Idaho

### Brigham Young University - Idaho | *Web Designer & Developer*

- Developed & maintained several websites with over 3000 unique weekly visitors
- Lead developer in redesign & informational organization of the main school admissions website
- Implemented analytical tracking of every webpage that enabled greater focus on effective media

04/07 – 04/08  
Rexburg, Idaho

### Scroll Newspaper | *Advertising Manager*

- Responsible for over 100 clients both local and national, selling advertising space for the college newspaper, increasing the previous years sales by over 67%
- Personal face-to-face contact with clients and negotiating sales of advertising space
- Developed a user interactive administrative system with the use of Acrobat Professional Forms

## Associations:

07/07 – 04/08  
Rexburg, Idaho

### Newel K. Whitney Society | *Marketing Executive*

- Designed all promotional materials and planned campus wide events
- Attended regular meetings & advanced campus wide awareness of the society

01/07 – 07/07  
Rexburg, Idaho

### Alloy Advertising Agency | *Account Executive*

- Dealt with clients such as the Mayor of Sugar City & other local businesses
- Directed the creation of a community profile book for Sugar City & other sales material

## Internships:

04/08 – 07/08  
Puyallup, Washington

### Highstreet Advertising & Promotion, Inc | *Jnr. Graphic & Web Designer*

- Designed corporate packages, sales & promotional material for several companies
- Developed several websites for corporations including Highstreet Advertising
- Aided the development of a marketing plan for three major corporations in Tacoma

04/07 – 09/07  
Rigby, Idaho

### LaBelle Boutique | *Advertising & Media Specialist*

- Design advertisements that have been placed in pageant programs across the nation
- Redesign company media including corporate identity, brochures and business cards

## Volunteer Service:

06/03 – 06/05  
Northern & Rep. of Ireland

### The Church of Jesus Christ of Latter-day Saints | *Volunteer Service Representative*

Arranged over 40 permanent new housing units for volunteers

- Supervised & trained 80+ native and foreign volunteers
- Analyzed progress reports of team members & coordinated efforts to achieve team goals

## Education:

Fall 2005 – April 2009

### Brigham Young University - Idaho | *Bachelor of Science, Cum Laude*

Major: Communication, Advertising

Custom Minor: Business Web Development

## Skills:

- PowerPoint, Word, Excel 2007
- Search Engine Optimization
- Google Analytics, Google PPC
- Photography – Addy Award Winner
- Photoshop, InDesign and Illustrator
- Dreamweaver, Coda, Flash
- XHTML, CSS, AJAX, XML
- JavaScript, JQuery, PHP, MySQL