

# TEVIN JOHNSON-CAMPION

(502) 299-8321 | TEVINRJC@GMAIL.COM

---

## PROFESSIONAL EXPERIENCE

### Digital Media Management

01/2022 - Present

#### Senior Social Media Manager

- Oversee social campaigns for Hulu shows such as *The Kardashians*, *The Dropout*, *Love, Victor*, *The D'Amelio Show*, *Dollface*, *Up Here*, *Welcome to Chippendales*, *How I Met Your Father*, *History of the World Part II*, and *The Orville*.
- Execute strategy for trailer launches, premieres, broadcast channels, social activations, and other key beats.
- Manage sentiment reports for social listening.
- Lead external communication with clients, while building and maintaining relationships.
- Build relationships with vendors to ensure deliverables are on time.
- Schedule posts via project management tools such as Google Drive, Sprinklr, and Meta Business Suite.
- Lead and mentor a small team of social media managers and interns for career development.
- Worked with creative team to ensure deliverables are accurate and on time.

### Laundry Service

01/2021 - 01/2022

#### Social Media Manager

- Managed social media channels The OWN Network for shows like *Ready To Love*, *Queen Sugar*, *Love and Marriage: Huntsville*, *David Makes Man*, *Belle Collective*, and *Put A Ring On It*.
- Led external calls with client to ensure deliverables are on time.
- Executed community management on a daily basis.
- Activated and executed various social campaigns for season premieres, finales, and other big moments.
- Executed live-tweet sessions for various television shows, while maintaining community with fans.
- Monitored all social channels to identify strategic opportunities and flag potential issues.
- Scheduled and published all approved content through Facebook Creator Studio and Twitter Media Studio.

### FX Networks

08/18 – 1/2021

#### Social Community Coordinator

- Managed community management on brand accounts totaling over 750,000 fans and followers.
- Managed official social media accounts for priority shows, such as *Pose*, *You're the Worst*, *Fargo*, *The Americans*, *Cake*, and *FX Docs*.
- Managed season launch, in-season, and sustaining campaigns.
- Executed live-tweet sessions for various episode launches and galvanized fans through community management.
- Worked within project management tools like Spredfast, Smartsheets, and Sprinklr to manage and plan all social publishing content.

### K2 Publicity

02/18 – 06/18

#### Junior Publicist

- Coordinated interviews with talent used for New York Live!, EW, Refinery 29, and Newsweek.
- Assisted Senior Publicists with scheduling, booking, pitching, research, and film festival opportunities.
- Attended film festivals, such as SXSW and Tribeca and coordinated travel, interviews, and time management.
- Managed social media strategy and content rollout for company profiles.

### Fizziology

11/17 – 02/18

#### Account Coordinator, International

- Managed weekly tracking spreadsheets for Warner Brothers, Sony, and Universal Studios.
  - Analyzed data for various social media platforms: Twitter and Facebook.
- 

## EDUCATION

Bachelor of Science in Communication | University of Louisville | May 2017