

Shaun S. Johnson

DIGITAL PROFESSIONAL

515 707 2488 Cell

shaunstevenjohnson@gmail.com Email

<https://www.linkedin.com/in/shaunsjohnson> LinkedIn

www.shaunsjohnson.com Portfolio

To Whom It May Concern,

I'm thrilled to apply for your open role. There are several reasons why I would be a perfect fit for this position — not only because I've supported digital operations and initiatives for seven years, but because I am energetic about continuing to build out enhancements and processes that analyze and identify risks to the firm and clients. In my current role, I engage directly with customers, educate my team on best practices, and serve as the subject matter expert on all new strategies. Our most recent being Wells Fargo's Google Q&A and digital surveys.

I have expertise using content and customer relationship management systems, customer experience tools, and analyzing data points to develop trend reporting to enhance service level agreements and production quality. With my expertise, I am responsible for "stories" in our Agile sprints for my team's new initiatives. My role requires a close collaboration with key business partners from pilot testing through launch. I develop and create team efficiency and quality assurance reporting and deliver feedback directly to my team as well as senior leaders. I'm comfortable leading projects and new processes, working with stakeholders of all levels.

I am most proud of the disaster social continuity plan I developed and have iterated upon during disasters such as hurricanes and COVID-19 to ensure Wells Fargo is proactive assessing risk both to the enterprise and our clients. My efforts helped my team achieve a 400% increase in efficiency when responding to customers with COVID-19 mortgage and HELOC concerns. I have achieved a personal QA score of 100% for four consecutive years and led my team to a 98.5% average during the same time.

I serve as the Communications Chair for the Disability Connection Employee Resource Network. I've taken my passion for podcasting and channeled it to create a six-episode series spotlighting team members who "dare to share" their journey in the disability space.

I am an honored recipient of the 2020 Diversity, Equity, & Inclusion Champion Award for my work as the communication chair and project lead on the Dare to Share event. This signature event comprised of 120 attendees witnessing 30 employees sharing respective stories on experience in the disability space, ranging from caretaker to identification as someone with a disability. My efforts included directing marketing and communication road maps, as well as promoting through Team Moments. I enjoy working in the DE&I space to promote the firm's vision and values.

I think you'll find my background and experience would be an asset to your team, and I'm ready to take my skills to a new challenge and hit the ground running. I look forward to discussing this opportunity with you in detail.

Sincerely,
Shaun S. Johnson

Shaun S. Johnson

515 707 2488 Cell

shaunstevenjohnson@gmail.com Email

<https://www.linkedin.com/in/shaunsjohnson> LinkedIn

www.shaunsjohnson.com Portfolio

Education

IOWA STATE UNIVERSITY

GRADUATED DECEMBER 2015

Bachelor of Science, Journalism

Work Experience

WELLS FARGO: COMMUNICATIONS CONSULTANT

Nov 2017 - PRESENT

Applies database and Excel skills to monitor and investigate the customer's journey analyzing sentiment and remediation efforts for quality assurance across a multitude of digital channels, such as Redfin, Zillow, Twitter, Facebook, LinkedIn, Consumer Affairs, Outlook mailbox, Google My Business, Google Q&A, and digital surveys.

Utilizes Agile methodology to support, plan, pilot, and execute digital initiatives for social media and review sites while partnering with vendor and crisis management, legal and compliance, corporate security, and marketing.

Conducts individual and small group collaboration sessions designed to support team by aligning processes and daily operations within QA guidelines, as well as regulatory and brand standards. Leads training and development for new employees. Final-level reviewer of complex customer experiences to ensure proper triage and escalation in a fast-paced environment.

Leverages expert knowledge of Sprinklr and Yext customer experience management and Salesforce customer relationship tools to develop data-focused presentations to evaluate accuracy, service level agreements, and influence stakeholders.

WELLS FARGO: COMMUNICATIONS ASSOCIATE

April 2016 - Nov 2017

Headed all facets of daily, weekly, and monthly volume reports designed to illustrate team productivity and efficiency by leveraging CXM-based data optimized team quality and productivity. Developed additional team-wide communications and newsletters to keep peers in the know of new process and procedure updates and submissions.

Successfully exceeded customers' varying financial needs through publishing and distribution of 230+ weekly messages across public and private channels. Identified and swiftly adapted to key influencers with 100K+ followers to ensure perpetually driven volume. Conducted daily, weekly, and monthly case-level risk assessments to lead achievement of team's 98% QA score for in 2016 and 2017.

DES MOINES SOCIAL CLUB: MARKETING COORDINATOR

Aug 2015 - April 2016

Maintained complete oversight of planning, production, and distribution of press releases for newspapers and publications, such as Des Moines Register, Juice, Cityview, and more.

Devised, developed, and implemented program and event pages through expert utilization of WordPress and other related content management systems. Designed, created, and ensured consistent quality across posters and other digital media assets for market festivals, concerts, and related events.