

KELLI MACKENZIE JOHNSON

Videographer | Photographer | Digital Media Marketer
(303) 809-5886 | kmackj07@gmail.com | kellimackenzie.com | [LinkedIn](#)

CAREER SUMMARY

Creative and versatile professional in videography, photography, and digital media, with a proven track record of delivering over 300 videos and numerous product photographs since 2016. Experienced in catering to global audiences through diverse channels such as trade shows, websites, and social media. A strategic and collaborative team player, seeking opportunities to leverage skills for long-term success, fostering company growth, brand vision, and business goals.

PROFESSIONAL EXPERIENCE

Digital Media Specialist

[Schacht Spindle Company, Boulder, CO](#) (November 2021 - January 2024)

- Generated 131 online course and YouTube videos, totaling 883 minutes, leading to a 32.8% organic increase in YouTube subscribers (14,228), 49% more impressions (8,324,523), and 35.9% more views (1,471,881).
- Monetized videos through strategic product placements and ads.
- Boosted Instagram followers by 22.2% (17,942) and Facebook followers by 13% (8,915), achieving a reach of 185k.
- Initiated and grew TikTok account organically to 1,371 followers, with top videos reaching 76.4k, 24.8k, and 16.1k views.
- Recognized for high-quality videos, innovative collaboration, and strategic media planning.

Marketing Manager

[Odd13 Brewing, Lafayette, CO](#) (August 2017 - August 2021)

- Achieved a 113.29% increase in organic impressions (3.6 million), 71.3% increase in reach (1.7 million), and a 21.63% increase in Instagram followers (17.8k total followers in March 2021).
- Implemented Social Media Community Guidelines and Policies, resulting in a 4.47% average engagement per post.
- Commended for creative photography, enthusiastic customer service, and brand "hype" development.

Contract Videographer, Editor, Graphic Designer & Photographer

[KMacK Media LLC, Broomfield, CO](#) (March 2017 - Present)

- Developed a robust digital media portfolio with 20+ clients across diverse industries.
- Produced lead-targeted videos for Alten, contributing to leads in the medical technology sector.

- Executed filming and editing of the “From Soil to Oil” promotional video for Viobin, resulting in multiple leads.
- As primary contract videographer and editor for RGS Energy (2017-2019), released over 80 educational, internal training, and promotional videos on YouTube, responsible for 67% of the brand’s YouTube videos with thousands of views.
- Recognized for creative vision, dependability, project management, and consistent meeting of deadlines.

EDUCATION

Master of Arts, Cinema Studies (2015)

University of Toronto, Toronto, ON, Canada

Bachelor of Arts, Film Studies (2013)

University of Colorado at Boulder, Boulder, CO

SKILLS

Hard Skills:

Video production, Non-linear editing, Photography, Social media management, Adobe Creative Suite, Lighting, Voice-over editing, Wix/WordPress, Google Suite, Microsoft Office, Google Analytics/Ads, PeekPro, Constant Contact, Slack, Trello, Canva, Eventbrite.

Soft Skills:

Creative strategy, Project management, Collaborative team player, Audience/brand-driven mindset, Innovative thinking, Time management, Punctual, Attention to detail, Excellent customer service, Adaptable, Quick learner, Always striving to grow.

ACHIEVEMENTS & CERTIFICATIONS

- Published undergraduate thesis titled “The Anthropomorphization of Houses in Film” by the CU Honors Journal in 2014.
- Graduated cum laude at the University of Colorado at Boulder.
- NCAA Division II Soccer Scholarship Athlete at Anderson University (SC) from 2007-2009.