



Samuel Johnson

STRATEGIC
COMMUNICATIONS LEADER

CONTACT

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EDUCATION

Indiana University
2017-2021

*Bachelor of Arts: Digital
Communications*

**Kanda University of
International Studies, Japan**
Fall 2019

International Study Program

EXPERIENCE

TAG Strategies, LLC | Washington, D.C.

Creative Director / Mar. 2022 - Present

- Collaborated with high-stakes political campaigns to develop and execute multi-channel outreach strategies—successfully increasing engagement and conversion across key voter demographics.
- Led internal cross-functional teams to produce consistent, mission-aligned messaging and visual content—improving message clarity and campaign cohesion.
- Frequently interfaced with clients, stakeholders, and external partners to assess needs, pitch solutions, and manage expectations—skills directly translatable to client relations and partnership management.
- Partnered closely with developers to design and implement high-performing campaign websites, ensuring seamless functionality and compelling voter journeys.

Key Achievements

- Contributed to multiple winning electoral campaigns through tailored communication plans.
- Mentored junior designers and campaign consultants to align with brand and strategy.
- Streamlined team workflows for increased efficiency under deadline pressure.

Observer Media Group | Sarasota, FL

Advertising Assistant / May 2021 - Mar. 2022

- Served as a primary liaison between the advertising team and local business clients—ensuring needs were met, communication remained strong, and campaigns launched on time.
- Managed internal timelines and publication schedules to drive local advertising success.

Key Achievements

- Helped streamline coordination between departments, reducing delays and improving campaign delivery.
- Strengthened relationships with local clients through proactive communication and reliable service.

SKILLS & PROFICIENCIES

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| Adobe Creative Suite | Client & Partner Management |
| UX/UI Design Principles | Project Leadership |
| Project & Content Management | Mentorship & Team Development |
| Data-Informed Marketing | Cross-cultural Competence |