

Linda Johns
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**Web site producer, Internet marketer, and publicity director
looking for a challenging position combining skill sets**

Recent Work Experience:

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| Walker & Company, New York, NY Web site Producer | 2002-present |
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- Market books on the internet with three goals in mind; establish links with relevant sites; secure book reviews; and develop word of mouth campaigns to establish a sustainable competitive advantage.
- Develop, produce, and maintain multiple Internet sites.

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| Avon Books, New York, NY Publicity Manager | 1998-2000 |
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- Created successful media campaigns and author tours through print, radio and television; wrote press releases, pitch letters, promotional materials and arranged special events; strengthened and developed media and bookstore contacts.

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| Rodale Books-Trade Division, Emmaus, PA Director of Publicity & Promotion | 1993-1997 |
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- Managed publicity and promotion campaigns for all of Rodale's titles for the trade division.
- Wrote press releases, pitch letters, promotional materials and arranged special events; strengthened and developed media, distributor and bookstore contacts.

Computer Software and Hardware Skills

- Dreamweaver, Photoshop, Quark, Word, PowerPoint, Now Contact, and Adobe Acrobat
- Flash, Illustrator, InDesign, Filemaker Pro (beginner)
- MAC and PC proficient, HTML
- Installation, troubleshooting, and general technician skills for MAC

Sample Web Site Portfolio

- www.walkerbooks.com
- www.walkeryoungreaders.com
- www.thebonusarmy.com
- www.degranville.com

Education

- Ursuline Academy, San Antonio, TX
- Texas A&I University, Kingsville, Texas
- Parsons School of Design, New York, New York