

SIMONE VICTORIA JOHNSON

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EDUCATION

University of Oregon—Eugene, OR
B.A. in Public Relations and Cinema Studies |

Expected Spring 2027 | GPA: 4.20

Relevant Coursework & Projects: Media Ethics; Narrative Production I; Research Methods in Strategic Communication

Honors and awards: Dean's List, Oregon Broadcasters Scholarship, Summit Scholarship

South Medford High School—Medford, OR
High School Diploma | **May 2023** | **GPA: 3.9**
Honors: Honor Roll, AP Scholar

WORK EXPERIENCE

Student Copywriter at University of Oregon Communications — Eugene, OR | Nov. 2024 –Present

- Write and edit copy for campus initiatives, research and events, maintaining brand voice and editorial standards across five platforms with more than 200,000 followers.
- Collaborate with social media and videography teams to create content for campus events, research highlights and news stories.
- Write copy and captions for two seasons of the university's *This Is Oregon* podcast and ensuring accessible captions for broader audiences.
- Assist in developing LinkedIn content for the university president, contributing to tone and messaging development, pitching content ideas and composing copy from launch.

Student Volunteer at BASE — Medford, OR | 2021–2023

- Mentored and supported youth through weekly activities and educational programs, helping them develop leadership, advocacy and team-building skills.
- Assisted in planning and promoting community programs to help increase engagement and highlight Black-owned businesses in Southern Oregon.

SKILLS

Technical skills: Microsoft Office Suite; Google Workspace; Adobe Creative Suite; social media analytics; media monitoring; content research and analysis; writing for social media; feature story writing.

Soft skills: Media writing and editing; public relations strategy; audience research and messaging; time management and organization; adaptability; leadership; team building; critical thinking skills.

ADDITIONAL

Project: *The Future of Journalism with Heidi Stevenson*—Profile feature story highlighting media studies graduate Heidi Stevenson's research in newsgames and presentation at the 95th Annual Western States Communication Association Conference

Leadership:

Founder and Vice President of Communication, Women in Media, University of Oregon

- Draft newsletters, promote the club at events and plan meetings to support women pursuing careers in media.

President, Black Student Union (high school)

- Advocated for students facing discrimination, facilitated discussions about student experiences and led promotions on social media.

Languages: English (native); Korean (limited working proficiency)