




APPLICATION FOR COUNTY OF EL DORADO BOARD OF SUPERVISORS BOARD, COMMISSION, OR COMMITTEE

Clerk of the Board of Supervisors
330 Fair Lane, Placerville, CA 95667
(530) 621-5390 | edc.cob@edcgov.us

Board or Commission Applying For El Dorado County Airports Advisory Board		Vacant Position or Title Board Seat Georgetown Airport El Dorado County Advisory	
First Name Michaela		Last Name Johnson	
		Residential City Placerville	Residential ZIP Code 95667
Daytime Telephone		Mobile Telephone (no value entered)	
Occupation/Title Psychotherapist Business Owner		Employer Self	
List all County boards, commissions or committees to which you are/were appointed. Please include dates of service. Divide Ready By 21			
Summary of qualifications Business Owner Licensed Psychotherapist Board Member and founder Divide for the Kids Georgetown Gazette Editor others can provide Curriculum Vitae			
Affiliations with professional and/or community groups Chamber of Commerce EAA 99's others			
Why do you seek appointment? To become more actively involved in airport activities			
Additional Information too many to list EV 15 Divide Ready By 21 Divide Chamber of Commerce Golden Sierra/Black Oak Mine Unified School District etc			
If known, indicate the member of the Board of Supervisors who will receive a copy of this application (no value entered)			
File Attachments Profile.pdf			
Signature of Applicant* 		Date 07/28/2021	

* You consent and agree that you are signing this document electronically. You further agree that your electronic signature is as valid as if you manually signed the document in writing.
07/28/2021 11:59:22, ID: 192, URL: <https://www.edcgov.us/Government/BOS/CommissionsAndCommittees/Pages/Application-Form.aspx>

Contact

Top Skills

Marketing

Marketing Strategy Advertising

Languages

English

Certifications

EAGALA

Licensed Marriage & Family
Therapist

Publications

The Mouse in the Machine Shop

Teetering on Disaster

Golly Wally

Me & Moe

Vegetable Souffle

Michaela Johnson

Took all those not-so-good "qualities" (like exaggerating, talking too much and daydreaming) & made a living out of it.

Greater Sacramento

Summary

Best Selling Author, Be You Find Happy Podcast Host, Licensed Psychotherapist, Sales/Marketing Advisor, Freelance Writer/Editor, Public Speaker, Entrepreneur

Microsoft Office, Adobe Suite, Quickbooks/Intuit.

Proven creative strategic & tactical planning abilities.

Excellent organizational, verbal & written communication skills.

Stellar listening, persuasive & public speaking abilities.

Experience

Be You Find Happy

Psychotherapist, Best Selling Author, top iTunes Podcast Host
September 2011 - Present (9 years 11 months)

Sacramento, California Area

Best selling author of Empowered, a Motivational Journal for Women, multi-award winning author of Teetering on Disaster, Me & Moe, children's books and more.

An "experiential" psychotherapist using emotionally focused therapy to resolve trauma, childhood issues, and marital/familial conflicts while improving clarity and communication. Providing support and guidance through difficult life events and transitions.

Focused on clientele who are seeking deeper meaning and purpose in self and relationships.

Concentrated Training & Workshops: Trauma, Child Abuse & Neglect, Equine/Animal Therapy, Art in Therapy.

Top iTunes podcast host and speaker of Be You Find Happy

This weekly podcast features celebrity guests and inspires happiness by encouraging people to speak their truth with grace, and live a courageous

life of authenticity. Be You Find Happy also offers speaker talks, workshops, and retreats to help people find their authentic self and live a happier life (BeYouFindHappy.com)

Red Line Engineering

Executive Officer

January 2011 - Present (10 years 7 months)

4616 Weed Patch Court, Greenwood CA 95633

Executive Officer, VP (November 2016- Current)

Office Manager (July 2016 - November 2016)

Streamline \$2 million in AP/AR.

Identify financials gaps and areas for gain and improvement.

Organize back end office operations.

Process payroll and negotiate contracts for employee relations such as health insurance and other offerings.

Client/Vendor liasion.

Marketing Consultant (January 2011 - July 2016)

Launched website platform including SEO tactics in 2012 and 2016.

Incorporated ISO 9001:2008 certification into the marketing collateral for the organization.

Manage new business outreach and client services.

Launched updated branding (logo, etc) and outreach marketing campaign.

Responsible for all elements of supplier relations & purchasing.

Responsible for identification of government contract opportunities, marketing, public relations, ISO compliance and general management.

Georgetown Gazette & Mountain Democrat

Interim Managing Editor & Freelance Writer Georgetown Gazette

June 2011 - Present (10 years 2 months)

Georgetown, CA

Interim Managing Editor of the Georgetown Gazette Town Crier and Trail Views (January to September 2016)

Freelance writer (June 2011 - Current)

Award winning expressive writer who captures both emotion and inflection in life stories and events (samples available).

(Managing Editor)

Cover developing news, manage content and assign reporters to cover stories.
AP style editing of all content, including news releases.
Mock-up and layout of publication using Adobe InDesign and press style
formatting of weekly & monthly newspapers.

California Family Fitness

Marketing Director

February 2010 - January 2011 (1 year)

Sacramento, California Area

Highlights:

Successfully launched "Let's Move" program, a child focused education and health program. (6 mos ahead of nationwide initiative)
Increased member retention via unique multi-faceted promotions, including Ford car giveaway.
Launched new mascot for brand awareness in the community.
Developed new in-club marketing material to highlight key features within the clubs utilizing the latest technologies.
Launched "excuses" campaign from creative concept to execution, including website redesign, new collateral.

Marketing & Promotions:

Conducted and analyzed market research to determine risk and marketability to consumer base.
Developed tactical and short-term promotional and advertising campaigns.
Developed, created and implemented marketing promotions/concepts/ programs to generate awareness and excitement.
Implemented and managed media plan.
Marketed to members and prospects utilizing database information.
Worked with SEM firm to fine tune search ads and keywords in online media.
Drove the cost per lead down through efficient adword campaigns.
Optimized website for best organic search results.
Launched & managed "CalFit Media" in-club advertising program.

Content Creation/Creative:

Produced blog articles.
Produced content for online social network accounts.
Managed content review and posting schedule and process.
Worked with outside agencies, creative studios, list brokers, and like services to provide best-in-class marketing programs.

Provided back-up support to the daily creative process for advertising, promotions, corporate, and marketing collateral.
Produced advertising and promotional copy.

Reporting/Analysis:

Managed \$1.2 million marketing budget.

Created membership goal conversion, sales promotions reports

Produced key performance indicators for website hits, leads generated, leads conversion to sales, email capture rates, etc.

MarketLinx

Customer Marketing Manager

May 2005 - April 2009 (4 years)

Greater San Diego Area

Managed and developed from conceptualization the online MarketLinx user community/site using the Dot Net Nuke platform. Ensured fresh, compelling content was published regularly and implemented creative marketing programs (such as blog/chat threads, flash demos) to drive adoption and use of the site. Tracked site activity and measured effectiveness.

Managed and developed company-wide Intranet using Sharepoint, responsible for working with the management of myriad divisions within the company to ensure content was current and informative.

Project Manager for Web Solutions, a public-facing MLS site. Responsible for creating the sales contracts, working the Regional Sales Managers to promote the product, tracking the sales pipeline, creating a project plan, working with the development team to ensure timely delivery of software as well as day-to-day client communications for enhancement requests.

Wrote and published quarterly client newsletter, consisting of a minimum of eight articles including news from the Executive team, third party offerings and software updates.

Created and presented extensive powerpoint presentations regarding current demonstrations of the product to groups of 100+ clients at User Group meetings and other trade events (samples available). Post-presentation follow up included gathering all session notes and preparing a summary of requirements for the Executive team.

Helped execute customer focused events such as tradeshow, user group meetings, customer appreciation parties (including budget management, coordination of catering/activities and onsite management of events).

Acted as conduit between the MLS and corporate division ensuring brand message was consistent.

Account Manager for both San Diego and Honolulu accounts: typical duties included on site presentations to Board of Directors, daily conference calls and organization and facilitation of software updates/publishes.

The San Diego Union Tribune

Account Manager/Direct Marketing

January 2004 - May 2005 (1 year 5 months)

Greater San Diego Area

Worked with clients such as United Auto Group and Lowe's to develop market and data analysis on existing (and prospective) customers.

Worked with Claritas (analytical) and Equifax (demographic) household level data to develop marketing campaigns that target the client's primary audience effectively.

Incorporated data findings to create strategic multimedia campaigns leading to increased response and ROI.

Worked with strict project timelines to ensure product launch is executed as scheduled.

Offered strategic ideas for all aspects of direct mail campaign including demographic criteria, creative and print.

Working knowledge of all areas of print, lettershop and postage regulations to ensure best pricing and products for campaign.

Infinity Broadcasting

Account Manager

January 2002 - December 2003 (2 years)

San Francisco Bay Area

Developed strategic & creative on-air marketing campaigns which incorporated multimedia to meet client branding goals for Fortune 500 companies.

Increased new business revenue by 50% & existing business by 20%.

Working knowledge of advertising reach from frequency, GRP's, & gross impressions.

Assisted the development of creative ad copy to promote brand or product launch.

Facilitated major events, including promotions & advertising campaigns from initiation to execution.

cPrime, Inc.

Marketing Specialist

May 2000 - August 2001 (1 year 4 months)

Primary responsibilities included working with Director level executives in Fortune 1000 companies (Cisco, Adobe), to perform gap analysis within marketing departments. Managed 50 project-based marketing consultants to assist organizations in achieving speed-to-market product launches and successful execution of business initiatives. Achieved \$1.4 million revenue goal by attaining \$900,000 in revenue resulting in 75% revenue growth over two quarters (statistics available).

San Jose Mercury News

Account Manager

July 1998 - May 2000 (1 year 11 months)

Responsible for all aspects of account management under media deadline pressures, including advertising billing, credit/debit/rebill memos & monthly balancing of retail and classified advertising department. Managed \$1.6 million revenue goal, & increased sales by 190% through developing creative presentations that highlight new products for clients.

Education

Chapman University

Masters of Arts, Psychology · (2010 - 2012)

San Jose State University

Bachelors of Arts, Communications, Journalism · (1997 - 2001)