

# Rae J. Johnson

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## MEDIA & COMMUNICATIONS EXPERIENCE

**Marketing Content Writer** 2021 – Present  
Esri, Inc, Redlands, CA

- Conduct research and interview customers about how they use geographic information systems technology
- Use AI assistant to improve writing skills and create efficiency in workflows
- Active leadership role in diverse employee resource groups
- Adhere to tight deadlines, Chicago Manual of Style guidelines, and editing standards
- Write blogs, articles for Esri.com, and contributed content in publications like *GovLoop*, *Crain's Chicago Business*, *xyht magazine*

**Independent Writer/Journalist** 2010 – 2020  
Self-employed, Milwaukee, WI

- Staff reporter at *Milwaukee Neighborhood News Service*
- Contractor at *Athena Communications, LLC*
- Increased social media engagement for a client by 90% in a one month period, the highest increase over 12 months
- Published in the *Milwaukee Journal Sentinel*, *OnMilwaukee.com*, *Milwaukee Neighborhood News Service (Community Voices)*, *Progressive Media Project*, *Janesville Gazette*, *MyBrownBaby*, *Wisconsin State Journal* and *Capital Times*

**Communications Manager - Office of Equity** 2018 – 2021  
**Director of Communications - Office of County Executive David Crowley**  
**Constituent Services Coordinator - Office of County Executive Chris Abele**  
Milwaukee County, Milwaukee, WI

## ADDITIONAL PROFESSIONAL EXPERIENCE

**Legislative Assistant** 2015  
Wisconsin State Legislature, Madison, WI

**Barista (Part-time)** 2013 – 2015  
Starbucks Coffee Company, Milwaukee, WI

**Wisconsin Works (W-2) Trainer** 2012 – 2013  
University of Wisconsin-Oshkosh, Oshkosh, WI

**Resource Room Specialist/Career Coach** 2010 – 2012  
Kaiser Group, Inc. (now: Dynamic Workforce Solutions), Milwaukee, WI

## EDUCATION

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**Bachelor of Arts, English: Writing** 2010  
Cardinal Stritch University, Milwaukee, WI