

# TYLISA C. JOHNSON

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## SKILLS

Social media strategy and planning (TikTok, Instagram, Facebook), community management, newsletter writing and development, analytics and trend data research, graphic design, video editing, copy editing, SEO writing, content management, fact-checking, public speaking, website content management, cross-functional collaboration, Spanish language, Google Analytics, MailChimp, Notion/Asana, Microsoft Suite, Google Suite, Adobe Photoshop.

## EDUCATION

Florida A&M University — 2013 to 2017

B.S., Public Relations — 3.74 GPA

## EXPERIENCE

### Content writer, social management & reporting | Freelance — Pittsburgh, PA | 2019 to present

Crafts engaging fact-based narratives for blogs and corporate clients. Reporting award-winning feature stories for notable news outlets including Carnegie Magazine, H Magazine, Business Insider and The Points Guy. Collaborating with clients to drive audience engagement; develop and deliver diverse content across channels; and strategize for results.

### Facilitator | Write Pittsburgh — Pittsburgh, PA | 2023 to present

Facilitated weekly poetry, fiction and non-fiction prose literary workshops for teens. Cultivated artistic development by fostering creativity and critical thinking through curated, themed discussions and collaborative writing sessions.

### Audience Engagement Editor | PublicSource — Pittsburgh, PA | Nov. 2021 to March 2023

- Crafted daily compelling social copy, optimizing and managing profiles on Facebook, Instagram, Twitter, and Reddit. Drove substantial growth in follower counts, daily clicks (+35%), daily page views (+15%), and monthly engagement rates. Collaborated on story outreach plans, editing copy, writing features, designing graphics, and producing social video.
- Managed newsletter production for 10k+ subscribers, analyzed metrics, and tested new products.
- Led newsroom SEO efforts, creating SEO-driven headlines, and strategized for improved site recirculation.
- Authored monthly metric reports, hosted events, and spoke on radio and podcasts, showcasing PublicSource journalism.

### K-12 Reporter | PublicSource — Pittsburgh, PA | March 2020 to October 2021

- Led comprehensive coverage during the COVID-19 peak, focusing on Pittsburgh Public Schools and the surrounding 40+ school districts. Interviewed students, teachers, activists, academics and experts about critical issues like student homelessness and student surveillance.
- Pioneered the award-winning 'Screen Test' project, an enterprise series spotlighting COVID's impact on student learning.
- Increased and enhanced engagement through live-tweeting board meetings and building a dedicated following. Shared expertise on local radio, including appearances on 90.5 WESA and CityCast Pittsburgh.

### Staff Writer | The Philadelphia Inquirer — Philadelphia, PA | 2018 to 2019

- Transformed the news beat on Philadelphia's Free Library system, exposing critical issues, including bias and financial woes, and generating 15k+ views on inquirer.com. Recognized by local leadership, the impactful reporting catalyzed a \$3.5M funding increase, a leadership shift, and the implementation of an accountability plan.
- Consistently contributed front-page stories and series, spanning features, breaking news, and profiles on the Education and Features desks. Executed meticulous fact-checking, produced original video content, and designed data graphics.

### Breaking News Reporter | Tampa Bay Times — Tampa, FL | 2017 to 2018

Reported daily breaking news, crime and data trends in Pasco County. Secured public records, created photo & video content, wrote social media posts and designed graphics for Twitter/Facebook to promote stories. Established and expanded the Pasco County news Facebook group for community members.

## FELLOWSHIPS

Lenfest Fellow — The Philadelphia Inquirer | 2018-2019

Emerging Reporter — ProPublica | 2017

Reporting Fellow — The New York Times Student Journalism Institute | 2017