

## Contact

[www.linkedin.com/in/carina-johnson](https://www.linkedin.com/in/carina-johnson) (LinkedIn)

## Top Skills

Social Media Communications  
Brand Development  
Brand Management

## Languages

Italian (Elementary)

## Certifications

Social Media Marketing: ROI  
Social Media Marketing for Small Business  
Content Marketing Dynamics  
Content Marketing: Social Media  
Advanced SEO Keyword Research

# Carina Johnson

Helping businesses build and elevate their online brand with a strong digital presence.

Balmain, New South Wales, Australia

## Summary

A digitally-focused Marketing, Communications and Graphic Design Specialist with a passion for the health and aged care industries.

I love creating and building organic content and telling stories that connect and build businesses.

With a history in not-for-profit and aged care, I have a diverse range of experience working with donors and consumers in a marketing management capacity, connecting support networks and developing brand awareness campaigns.

Proficient in Adobe Creative Suite products, Microsoft and Wordpress platforms, I enjoy creating, analysing and organically growing brands using SEO, SEM, social media, Google products and CRM systems.

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## Experience

### Anchor Excellence

Creative and Marketing Coordinator

June 2024 - Present (2 months)

### Rin Creative

Founder and Chief Digital Consultant

August 2019 - Present (5 years)

Sydney, Australia

Founder and Chief Digital Consultant, responsible for a creating combined digital marketing and social media strategies including graphic design.

Monitoring marketing trends, data and demographic analysis, advertising campaign development and content creation.

### Pathways Residences

Head of Marketing and Communications

January 2021 - March 2024 (3 years 3 months)

## Australia

Head of Marketing for Pathways Residences, I am responsible for digital and general marketing, communications, graphic design, CRM management, website management, brand awareness and management and print/distribution for multiple aged care residence locations.

## SummitCare

Digital Marketing Manager

July 2018 - December 2020 (2 years 6 months)

Randwick, New South Wales, Australia

As the Digital Marketing Manager for SummitCare, I was responsible for social media marketing, CRM management and training, website management, graphic design and printed media.

## National Breast Cancer Foundation

Campaign Manager

March 2018 - June 2018 (4 months)

Sydney, Australia

Content Specialist for the GO PINK campaign.

## Prince of Wales Hospital Foundation

Communications Manager

August 2012 - November 2017 (5 years 4 months)

Prince of Wales Hospital, Randwick NSW 2031

Social media marketing, public and media relations, graphic design, website management, campaign and fundraising support

## Sutherland Shire Council

Animal Shelter Officer

October 2010 - December 2011 (1 year 3 months)

Taren Point

Animal care and husbandry, cleaning, customer support

## Caringbah Veterinary Hospital

Veterinary Nurse

February 2010 - September 2010 (8 months)

Caringbah

Surgical assistant, kennel cleaning, client management and front of office administration, animal care and husbandry.

### Bass Hill Veterinary Hospital

Veterinary Nurse

June 2007 - November 2009 (2 years 6 months)

Bass Hill

Surgical assistant, kennel cleaning, client management and front of office administration, animal care and husbandry, stock management.

### Kirrawee Veterinary Hospital

Veterinary Nurse

April 2004 - November 2006 (2 years 8 months)

Kirrawee

kennel cleaning, client management and front of office administration, animal care and husbandry.

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## Education

### Open Colleges

Public Relations and Event Management, Public Relations/Image Management · (2015 - 2015)

### Charles Sturt University

Postgraduate Certificate, Professional Sales · (2012 - 2013)

### Bankstown TAFE

Certificate IV, Veterinary Nursing · (2005 - 2006)

### Bankstown TAFE

Certificate III, Animal Care and Husbandry · (2004 - 2005)

### Bankstown TAFE

Certificate II, Animal Studies · (2003 - 2004)