

Brandon R. Johnson

Philadelphia, PA | [linkedin.com/in/brandon-rjohnson](https://www.linkedin.com/in/brandon-rjohnson) | brandonrjohnson.co

Professional Summary

Brand and Creative Strategy Executive with 10+ years of experience leading enterprise brand transformation, media ecosystem development, and executive storytelling within complex organizations. Proven builder of scalable creative systems across digital, video, and experiential platforms. Trusted advisor to senior leadership during growth, transition, and public-facing change.

Professional Experience

Executive Director, Marketing & Events

Drexel University – Antoinette Westphal College of Media Arts & Design | 2022–Present

- Lead enterprise brand and creative strategy across digital, video, experiential, and earned platforms
- Directed brand identity refresh and digital standards modernization
- Centralized video ecosystem and established scalable programming architecture
- Serve as senior advisor to leadership on narrative alignment and visibility strategy
- Lead multidisciplinary team and agency partners supporting enrollment and fundraising growth

Senior Director of External Affairs

Urban Affairs Coalition | 2014–2022

- Led enterprise-wide brand transformation and 50th Anniversary repositioning
- Directed visual identity, website redesign, and executive storytelling platform
- Managed public narrative and executive communications during transition and crisis
- Oversaw integrated campaigns supporting \$1.25M+ annual fundraising

Education

MBA (Marketing), Drexel University – Expected 2026

Master of Public Administration, University of Delaware

Bachelor of Arts, English Literature, The Ohio State University

Professional Development & Community Leadership

West Park Cultural Center – Board Member, Board Treasurer | 2022 - Present