

Patrick Johnston

(703) 362-2298 - patrickij@verizon.net

Senior Writer/ Managing Editor

Versatile, creative, and resourceful writer, editor, and managing editor seeks to diversify and grow career in DC area. To date, work has included:

News Writing/Journalism
Proposal Writing/Editing
Publications Management

Marketing
Media/Public Relations
Web Site Development

Professional Experience

Independent consultant – Washington, DC

Business Development and Marketing/ Communications, 2004 – Present

Support development of business proposals, and marketing, and communications materials for major Government contractors and other DC-based organizations. Subject matter has included information technology, aerospace, and conservation science.

Accomplishments

- Provided writing and editing support for business proposals that netted roughly \$1 billion in sales growth for federal government services arm of company.
- Supported both marketing and proposal development for 1.5-year effort that landed company breakthrough \$250 million data center contract for Education Department.

Conservation International – Washington, DC

Managing Editor/ Senior Writer, 2000 – 2004

Produced newsmagazine and annual report for global NGO. Responsibilities included issue planning, research, editing/writing stories, and oversight of production.

Accomplishments

- Spearheaded redesign of news publication into a more reader-friendly and visually engaging newsmagazine format. Redesigned publication doubled circulation and raised more than \$100,000 in unsolicited donations in its first year alone.
- Collaborated with Web team to develop interactive Internet site for newsmagazine. Revamped site attracted tens of thousands unique visitors monthly.
- Streamlined content and production expenses of annual report, reducing yearly costs by more than \$40,000, and creating a more cost-effective publication.

Hawaii Department of Health – Honolulu, HI
Communications Director, 1996 – 2000

Developed and implemented communications program for large state public and environmental health agency. Cabinet-level position.

Accomplishments

- Worked with Health Director and Governor's office to successfully organize media events, place stories, and ensure effective and accurate messaging.
- Coordinated the complete redesign of department Web site. New site included more than 1000 user-friendly pages providing online services and department information.

Office of Hawaiian Affairs – Honolulu, HI
Publications Editor, 1993 – 1996

Directed content development and production of 20-page monthly newspaper for large Hawaiian trust.

Accomplishments

- Led in the complete redesign and editorial reshaping of the newspaper. The result was a more visually interesting format with shorter, more informative articles.
- Drove initiative to replace dated layout equipment with state-of-the-art desktop publishing technology. Changes significantly reduced outsourcing, increased editorial efficiencies and reduced cost.

Freelance Writer/Photographer – Tokyo, Japan
1987 – 1992

Wrote investigative, business, travel, and opinion articles for publications based in Asia, North America, and Europe.

Accomplishments

- Learned the Japanese language then successfully navigated a complicated, often closed Japanese society.
- Published more than 50 articles in magazines and newspapers based in Japan, East Asia, Europe, and North America.

Education

Bachelor of Arts, McGill University – Montreal, Canada

- Major: Political Science

Additional Skills

- Computer software: Microsoft Office; Sharepoint, Quark Xpress; Adobe Photoshop; Adobe Pagemaker; Adobe InDesign; Adobe GoLive; HTML. (Familiar with both Mac and PC platforms.)
- Photography: Experienced in both digital and film photography.