



BAYLEE JOHNSON

Content Marketing Manager

CONTACT

615-856-2822

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EDUCATION

BFA: Graphic Design

University of Tennessee
at Chattanooga

Chattanooga, Tennessee

SKILLS

Creative Direction, Brand
Storytelling, Campaign
Development, Team
Leadership and Mentorship,
Social Media Strategy,
Trade Show and Event
Marketing/Planning,
Vendor Management,
Cross-Functional
Collaboration, Trend
Forecasting, Content
Strategy, Adobe Creative
Suite, Photography and
Creative Production,
Print and Digital
Design, Marketing
Project Management

WORK EXPERIENCE

Content Marketing Manager

Engineered Floors | Nov 2023 – Present
Dalton, Georgia, United States

- Lead creative direction and brand storytelling across Engineered Floors corporate brands, including social media, digital campaigns, product launches, and marketing collateral
- Manage and mentor the Senior Graphic Designer while overseeing day-to-day creative workflows, project timelines, and asset development
- Develop and execute content strategies that align with brand positioning, product launches, and target consumer trends
- Collaborate cross-functionally with product development, digital marketing, sales, and leadership teams to support marketing initiatives and campaign execution
- Oversee creative production for lifestyle photoshoots, trade show booths, print materials, digital advertising, video content, and social campaigns
- Direct vendor relationships for print, display graphics, photography, and production to ensure quality, consistency, and timely delivery
- Research consumer, interior design, and social media trends to help shape campaign concepts and future product storytelling
- Lead campaign planning from concept through execution while managing multiple deadlines in a fast-paced environment
- Review and approve creative assets to ensure brand consistency across all platforms and product categories
- Translate complex product technologies and technical information into clear, consumer-friendly marketing messaging

Senior Graphic Designer

Engineered Floors | Aug 2022 – Nov 2023
Dalton, Georgia, United States

- Designed marketing materials for corporate brands, product launches, social media campaigns, trade shows, and digital advertising initiatives
- Created visual assets including product graphics, catalogs, logos, presentations, room scenes, and social media content
- Assisted in developing brand consistency across print and digital platforms
- Collaborated with marketing and digital teams to execute campaigns and support company growth initiatives
- Managed color correction, image preparation, file formatting, and production-ready artwork for print and web use
- Participated in campaign brainstorming, concept development, and creative reviews
- Produced graphics and visual content under tight deadlines in a high-volume marketing environment

Graphic and Multimedia Designer

SCALETRAINS.COM, INC. | Feb 2021 – Aug 2022
Benton, Tennessee, United States

- Worked with Brand Marketer to produce weekly email campaigns, strategize product announcements, and create social media plans.
- Vital for the information flow between Chinese production factories and worldwide product development teams coordinates the production, product development, advertising.
- Designed print and web advertising, scheduled submissions and carried marketing connections with diverse advertising platforms.
- Conducted web server file maintenance, created web branding with UX Design and analytical data.
- Coordinated with Owners, Sales and Product Development departments to manage a consistent look and voice for the company.
- Responsible for editing, logging, archiving, and organizing product photography.
- Held a major role in the company's first rebranding: analyzed pain points in the previous website and worked with several product development teams to improve the newest website both visually and structurally, redesigned packaging for all products, designed new convention booth assets and deliverables.

PROGRAM KNOWLEDGE

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Lightroom
- Adobe Premiere
- Microsoft Suite
- WOOCcommerce
- Magento
- HubSpot
- Meltwater
- Engage
- Klear
- Chat GPT
- Google Gemini

Assistant Store Manager

Journeys | Nov 2020 – Feb 2021

Chattanooga, Tennessee, United States

- Managed merchandise selection, display visuals, and stocking while working with company guidelines.
- Devised sales forecasts to consistently maximize store profits.
- Ensured excellence in customer service and resolved store level problems.
- Oversaw interviewing, hiring, training and coaching.
- Generated repeat business by developing and maintaining a strong team devoted to our customers.

Graphic Designer

Self Employed | Feb 2019 – Present

Chattanooga, Tennessee, United States

Have designed for:

- Moving America Podcast
- PAK'S Exotics, Calhoun, GA
- Street Dreams, Nashville, TN
- Weidenhamer Construction LLC, Murfreesboro, TN
- Truly Connected, Oklahoma City, OK
- L.O.T., Land Of Tomorrow Productions, Chicago, IL
- Modern Scale Railway Society, Cohutta, GA
- The Junction, Cohutta, GA
- BradleyDCC Custom models, Chesterfield, IN
- Janet's Place Quilt Shop, Tunnel Hill, GA
- Sunshine Lifestyle Photography, Adairsville, GA
- Central Church of Christ, website and logo design, Dalton, GA
- Earth Weave Natural Carpet, Dalton, GA
- Four Rivers Events By Poppeas LLC, Benton, TN
- Sweet Salvation Baking Co., Cleveland, TN
- Hallmark Landscaping LLC, Chatsworth, GA
- Hallmark Painting LLC, Chatsworth, GA

Graphic Designer and Campus Manager

South By Sea | Oct 2016 – Feb 2019

Chattanooga, Tennessee, United States

- Connected with organizations across the University of Tennessee's Chattanooga campus to promote South by Sea.
- Lead the social media channels for Chattanooga chapter.
- Helped each customer through the process of inquiry, helped design their product proofs, and followed through the delivery of their product to guarantee satisfaction.