

# TERESA M. JOHNSON

Washington, DC, Metro Area | [teresajohnson.me](http://teresajohnson.me) | (301) 873-8749

## EDUCATION

**University of Maryland, College Park** – College Park, MD  
**B.A., Multiplatform Journalism**

*Received May 2020*

**New York University School of Professional Studies** – New York, NY  
**Certificate in Project Management Fundamental Tools and Techniques**

*Expected March 2025*

## EXPERIENCE

**NASA Goddard** – *Office of Low Earth Orbit (LEO) Observations Social Media Lead*      *November 2021 – present*

- Coordinates between NOAA and NASA to unify JPSS social media messaging, a joint mission initiative.
- Publishes approx. 15 monthly posts on JPSS's X and Facebook, reaching over 60,000 followers.
- Collaborates with the STEM team, devising six educational resources, including a popular interactive book.
- Spearheaded the JPSS-2 satellite launch campaign, gaining over 20,000 total engagements and over 500,000 impressions across social media channels.

**National Skills Coalition** – *Communications Associate*

*May 2021 – November 2021*

- Managed content creation across written, digital, and video platforms.
- Edited the "Skills on the Hill" weekly series to the NSC YouTube platform of over 300 subscribers.
- Designed social media graphics using Canva, Illustrator, and Photoshop.
- Optimized workflows with Wrike and Every Action for content and emails.
- Collaborated cross-departmentally, reinforcing NSC's mission and messaging.

**National Head Start Association** – *Communications Intern*

*February 2021 – April 2021*

- Works with the communications team to create monthly internal newsletters.
- Writes and brainstorms content for the NHSA blog with a readership of over 1,500.
- Creates slides for the virtual National Head Start Conference and prepares presenters on Zoom.
- Edited webpage content for COVID-19 and NHSA diversity resources.

**News-O-Matic** – *Editorial Intern*

*August 2020 – November 2020*

- Collaborated with the Editorial Team to build engaging multimedia content for each edition.
- Wrote original content, including eleven news articles for grades K-8.
- Fact checked and ran readability metrics on articles.

**NASA Goddard** – *Live Team, Newsroom Intern*

*January 2020 – May 2020*

- Helped craft campaign story arcs, including media advisories and graphics, for live shot interviews with scientists.
- Edited video footage for NASA's "5 Things" series using Adobe Premiere and After Effects.
- Assisted in an X Q+A about supermoons which received over 2,000 likes.
- Created a social post on the launch of the Solar Orbiter satellite which received 602 reactions on Facebook and over 23,000 views on X.
- Led a campaign on the brightest supermoon of the year.
- Wrote an article for the summer issue of Cutting Edge on pixel gamma-ray detectors.

**Education Week** – *Visuals Intern*

*June 2019 – August 2019*

- Worked with editors and reporters to identify and coordinate opportunities for visual storytelling
- Filmed, scripted and edited a short explainer video on academic redshirting.
- Took B-roll and filmed interviews using a Canon C100.

## SKILLS

Adobe Photoshop, After Effects, Premiere | Microsoft Word, Excel, and PowerPoint