

Expert level content creator for broadcast, cable, Internet distribution, radio, print. Film and television producer and director with more than 20 years experience in all areas of creative and production including documentary, series television, commercial, social awareness campaigns, fundraising programs, and corporate presentations. Winner of 24 Emmy Awards from the National Academy of Television Arts and Sciences, Southeast Region.

EDUCATION

Bachelor of Arts
in Journalism (ABJ),
University of Georgia,
Athens, Georgia



UNIVERSITY OF
GEORGIA
Grady College of Journalism
and Mass Communication

678-296-9526

Dan@DanielKeithCreative.com

DAN JOHNSON

CREATIVE DIRECTOR

PROFESSIONAL EXPERIENCE

Creative Director/Writer/Multimedia Producer Independent Contractor | 2018-present

Communications and media professional specializing in the creation and distribution of compelling motion picture content, fund-raising campaigns, social awareness campaigns, and broadcast programming. International documentary and media production.

Creative and Communications Director | PPC, Inc. | 2017-2022

Responsible for all communications including website, print, Internet, social media, advertising, livestreaming, television programming, annual and special fundraising campaigns, and public/media relations for 7000-member church with a \$14M annual budget.

- Established and managed an in-house agency of creative team members, establishing high-quality standards and capabilities for all communication platforms
- Directed and launched communications and branding overhaul, including logo and all associated branding materials
- Developed, directed, and launched new website with a custom CMS
- Revamped the streaming platform and production of online worship, maintaining member engagement during COVID shutdowns and protocols resulting in annual increases in financial support from members during the pandemic
- Responsible for creative content used to promote stewardship campaigns that raised more than \$12M annually
- Created multiple missions campaign videos resulting in special offerings exceeding \$1.5M

Producer/Photographer/Editor International Olympic Committee | Olympic Broadcasting Services 2010-2018

Olympic News Channel. Responsible for creating and producing feature stories and sports competition coverage for an international feed to all Broadcast Rights Holders throughout the world with an estimated audience reach of more than 3 billion viewers.

President and CEO ImageMaster Productions, Inc. | 1994-2018

Founder and operator of creative services and television production company. Responsible for creation and production of more than 25 documentary and educational programs, multiple social awareness campaigns, four nationally broadcast television series, 200+ commercials and marketing films.

- Performed a variety of roles including **creative director, editor, writer, producer and director, and motion picture photographer**
- Extensive brand creation, media planning and placement experience.
- Managed and lead production teams of 20+ persons and project budgets of \$30K-\$1M+ for regionally and nationally distributed programs and television series.
- Emmy Award Winner, including Best Director, Writer, Photographer, Editor, Documentary Program, Youth Programming, Historical/Cultural Program

[LinkedIn.com/in/DanKJohnson](https://www.linkedin.com/in/DanKJohnson)

TV News Photographer/Producer | WXIA-TV Atlanta

News photographer, editor, and special projects producer. General coverage of local, regional and national news and sports events. Co-produced and field directed locally produced feature program. Field produced and photographed special news series programming. Winner of 6 Emmy Awards for Investigative Reporting (3), Spot News Reporting, Specialty Reporting, Sports Programming.

TV News Photographer/Producer/News Writer | WYFF-TV Greenville

News photographer and editor. Live shot coordinator. News writer and producer. First Place awards from South Carolina Associated Press for Photography, Health and Medical Reporting, Editing.

CREDITS | International, National, and Regional Programming Credits

International Olympic Committee | Olympic Broadcasting Services

PyeongChang, South Korea, Olympic Winter Games 2018 / Rio de Janeiro, Brazil, Olympic Summer Games 2016 Sochi, Russia, Olympic Winter Games 2014 / London, England, Olympic Summer Games 2012 Singapore, Inaugural Youth Olympic Games 2010 / Vancouver, British Columbia, Olympic Winter Games 2010

Fox Sports Networks | College Football and Basketball Preview Shows

Credits: Co Producer and Director, Photographer / Emmy Award for Best Sports Program
100+ Half-hour episodes airing on Fox regional sports network previewing upcoming seasons for each team in the Atlantic Coast Conference and Southeastern Conference.

Golf Portfolio: The Business of the Game | CNBC

Credits: Producer and Director, Writer

Series premiered as a feature lead-in program for the networks Senior PGA tour coverage. Topics included profiles of national business leaders and companies with a special affinity for the game and industry of golf, human interest stories about special golf-related destinations, and people who make a living in the golf industry.

HGTV and Do It Yourself Network: Scripps Networks

25+ episodes of programming on home renovation and educational topics including home safety, lighting techniques, wall coverings, and bathroom renovations.

Georgia Governor's Office: Children and Youth Coordinating Council

Created and produced a series of Emmy Award winning programs addressing issues of public importance including juvenile crime and violence, teen pregnancy, underage drinking, foster care. Worked directly with Governors Zell Miller, Roy Barnes, and Sonny Perdue on these and other initiatives. Established statewide television network for the broadcast and distribution of programming. Formed and executed public and private partnerships with corporate sponsors for creation, sponsorship, and distribution of programs.

Georgia Governor's Office of Highway Safety

Created and produced seatbelt awareness campaigns. Produced Emmy Award winning programming addressing issues of teen driving and drinking and driving awareness and prevention.

Georgia Department of Public Safety/Georgia State Patrol

Worked with public relations and command staff to create programming used to recruit and retain State Troopers in Georgia. Created video series for the Alcohol and Drug Awareness Program, required for each teen driver in Georgia. Coordinated with GSP and APD to create and produce a series of commercial spots highlighting DUI enforcement, heightened holiday enforcement periods, and seatbelt usage.

PERSONAL

Married to former 11Alive TV news anchor and correspondent, Kay Flowers. Two daughters, Katherine, age 24, Campbell, age 22. Served on the Grady College Alumni Society Board at the University of Georgia. Lifetime athlete and avid international traveler, with a special affinity for beaches and mountains.